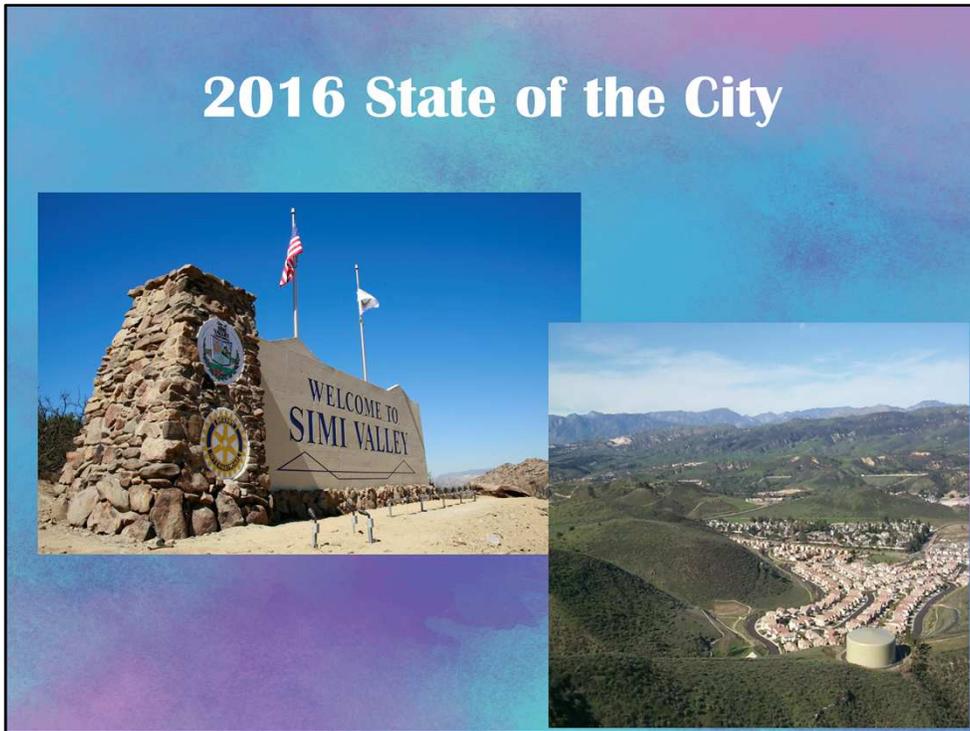


Good Afternoon, it is my pleasure to welcome you to the 2016 State of the City Luncheon. Each year, I look forward to spending this time with you as we review the City's accomplishments for the past year, and look forward to what is to come.

This event would not be possible without our Five Star Chamber of Commerce; so on behalf of the City Council, I would like to thank our Chamber and its "Six Star" staff for making this event a reality each year. I would also thank all of the Chamber volunteers. These volunteers often burn the candle at both ends, are present at all of the Chamber events so they can promote the Chamber, its mission, and be a resource to other business people. This Chamber, and its people, bring our business community together and the City is proud of the relationship we share with our Chamber.

## 2016 State of the City

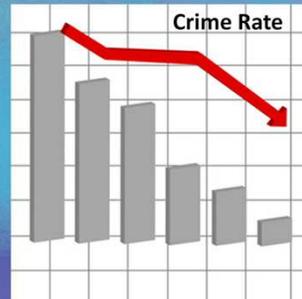


Like all of you in this room, I am proud to call Simi Valley home, and as I thought about why, obviously, I came up with more reasons than I can list here. Perhaps it has something to do with the fact that over the past few years, Simi Valley has been ranked the third safest city in California and the seventh safest city in the United States. Or maybe it's that in all of the United States, Simi Valley has been named the fourth most pleasant place to live and has been rated nationally as the 8<sup>th</sup> happiest city. But even if you didn't know about the rankings, I can guarantee that you know that Simi Valley is a special place.

Some of you may be relatively new to the community, but some of you are like me and have been active here for many years. However, what we all have in common is our pride in Simi Valley. This community, with its commitment to safety and business, a fiscally sound municipal government, and the resulting enviable quality of life, make Simi Valley the place where businesses want to grow, families that want to put down roots, and everyone in between wants to call home.

Throughout today, you'll hear more about how at the City, we continued to work toward this in 2015 and a preview of what we're working on in 2016.

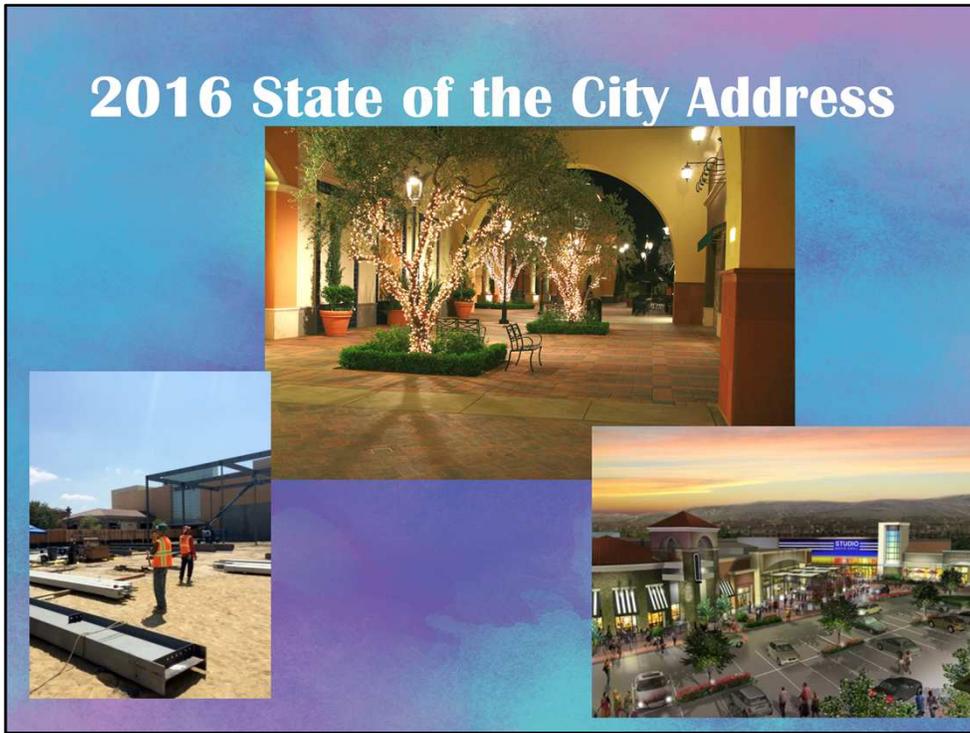
## 2016 State of the City Address



This past year has brought challenges for law enforcement across the country. Here in Simi Valley, we take pride as a community in the safe environment that is created by the hard work of our Police Officers and we wanted to make sure they knew that, not only does the City Council appreciate them, but so does the community. Through a partnership with the Simi Valley Police Foundation, in early 2016 we placed "Simi Valley Supports our Cops" signs near the 118 freeway on and off-ramps with a thumbs up logo. It's an easy way to thank the hardworking men and women in uniform when you see them throughout the community – give them a thumbs up! Wouldn't it be great if our thumbs up campaign went viral?

Almost every year at this podium, I pre-empt most of what Chief McCann is going to tell you during his presentation, because I am so proud of our ever decreasing crime rate and the great things the Police Department is doing. This year, I'm going to leave you in suspense, other than to say; once again, our Police Department, has been doing a great job, and continues to provide a community where our residents feel safe.

## 2016 State of the City Address



2015 was the year of business in Simi Valley.

Over the last 18 months, the City has attracted approximately 600 new jobs. We aren't resting on our laurels, however, following City Council direction staff initiated a marketing program to promote Simi Valley to the business community to showcase why we are an attractive place to do business. Although all of you may have some insight on that already! We are attracting high-tech businesses, encouraging aerospace to expand, and continuing to provide a climate where businesses receive the support they need to be successful.

As you all know, a diverse group of businesses creates synergy and healthy competition in the community. Last year, we started to see real changes take place throughout the City. As you'll see later when Peter Lyons, our Director of Environmental Services presents, there have been a number of façade renovations to bring our shopping centers up to date which are attracting new tenants along with some of our long standing businesses. These changes bring energy and likely new shoppers. The new residential developments we've seen bring new people to the community who need to establish their services, and their shopping habits.

As the economy starts showing signs of life again, our community reaps the benefits of businesses eager to set up shop in Simi Valley. We expect to see even more of this in the coming year. The City Council has approved a contract with a retail recruitment

firm to help us identify businesses that would add to the diverse mix that we already have.

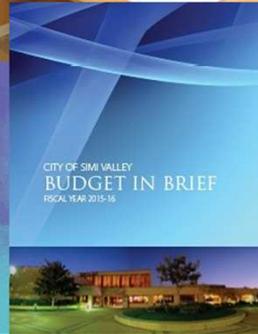
2015 was a big year for the Simi Valley Town Center and 2016 has more in store. You'll hear more about that from our Assistant City Manager and Director of Economic Development, Brian Gabler and Director of Environmental Services, Peter Lyons. Brian will also be telling you about the resources available to you and your business for whatever stage of growth you are in.

We invite filming in the community and at the City try to make it as easy as possible to get the appropriate permits and permissions. As a result, in 2015, the City saw an increase in filming of 31% over 2014. Pay close attention to those commercials, television shows and movies, you may just see Simi Valley!

# 2016 State of the City Address

S&P CREDIT RATING

AAA



I am proud to tell you that today, the City's financial position continues to be extremely strong, so strong in fact, that this is the third consecutive year that City will hold its AAA credit rating by Standard and Poor's Investor's Services, the highest credit rating issued. The City is in an elite group of approximately 27 other California cities to hold Standard and Poor's AAA rating, and is only one of three cities of the 10 Ventura County cities to have earned the rating. Our fiscal policies remain conservative as the City balances the need to maintain infrastructure, reward and retain talent, and ensure a positive budget outlook.

When the City earned our AAA rating from Standard and Poor's, the specific factors identified by the credit rating company were: our strong economy, our very strong budgetary flexibility, our budgetary performance, our very strong liquidity, strong management practices, and our strong debt and contingent liabilities profile.

We have maintained this prestigious rating for three years due to the positive financial stewardship of our organization. Being acknowledged by the premier organization in the financial community confirms that Simi Valley continues on the right fiscal track and continues to protect the assets of our residents and treat them with the highest level of care.

The City's financial practices have been award winning year after year. As you will hear from Jody Kershberg, Director of Administrative Services, in just a few moments, the

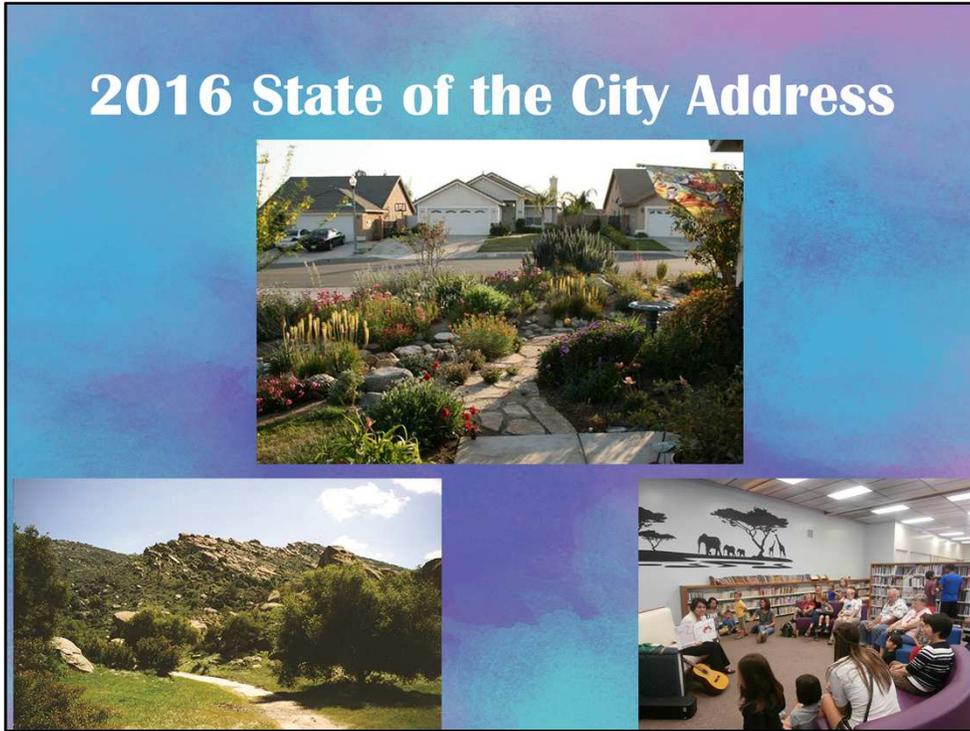
City's financial practices have been recognized for over 30 years for consistency and excellence.

Maintaining a strong financial picture requires some tough decisions and balancing priorities. And the City Council did just that in 2015 to ensure the City's utilities' financial security and the ability to replace and repair critical infrastructure as it becomes increasingly necessary as the systems continue to age.

As water becomes a more scarce, precious, and expensive resource, staff is pursuing the City's Recycled Water Master Plan, pursuing desalination, and exploring partnerships with businesses and organizations to provide these alternative sources of water in our community.

Staff is going through our budget process now and is currently identifying ways for the City to be more efficient as we face a more competitive environment for talent, a shrinking workforce, and the need to be more creative.

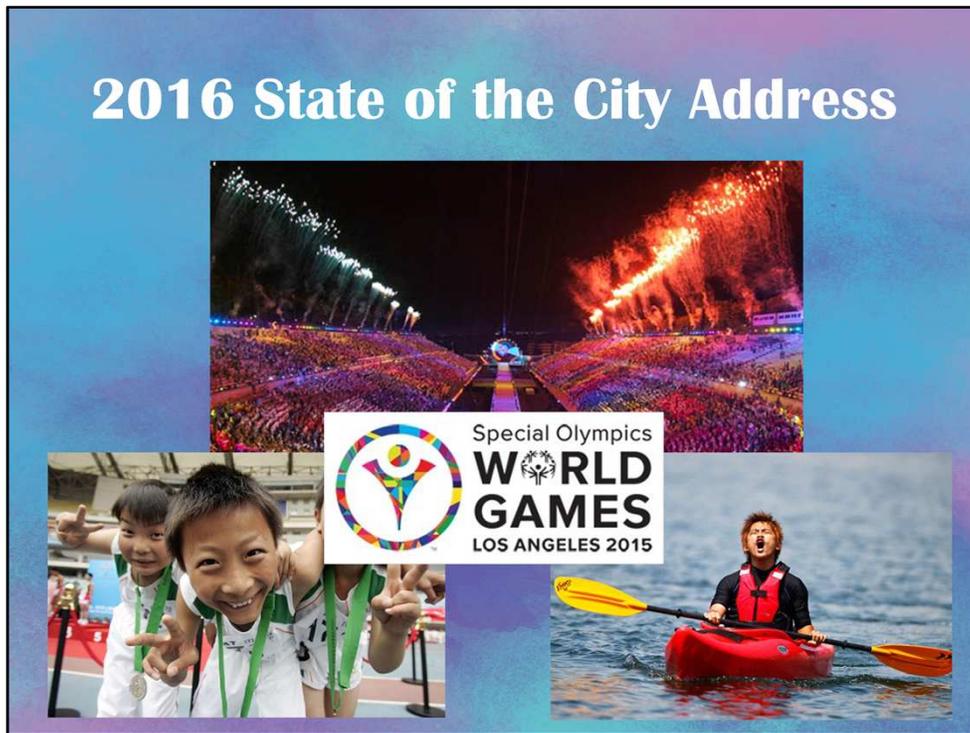
## 2016 State of the City Address



What do all of these things add up to? Safety + Business + Financial Stability = Quality of Life.

When you think of the community that you want to start a business in, buy a home in, and raise your children in – it's Simi Valley. We are safe, we have housing and neighborhoods set in beautiful locations. We have the Rancho Simi Recreation and Park District that provides beautiful parks to play in and the Simi Valley Unified School District that is rebranding itself and providing tracks to students with specific career interests which will help them be competitive in a global marketplace.

## 2016 State of the City Address



Last year, Los Angeles was host to the 2015 Special Olympics World Games and athletes from all over the world came to compete. As part of the World Games, cities across Southern California were invited to participate in the Host Town program. Host Towns hosted athletes for three days prior to their competitions and shared their local communities, provided the athletes training time, and introduced them to their local culture. The City of Simi Valley and the Chamber of Commerce volunteered to host nearly 100 athletes from Zambia, Peru, and Sri Lanka.

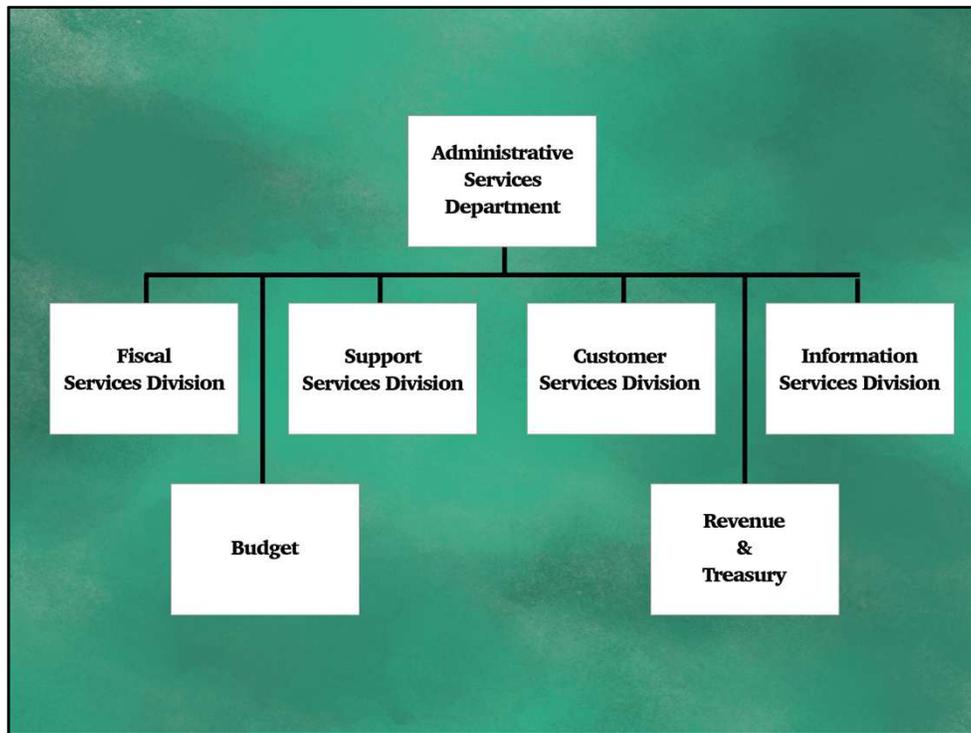
The community came out in full support of this effort and welcomed the Athletes. To name a few of the activities, they visited Strathearn Historical Park, the Ronald Reagan Presidential Library, and McDonald's, not to mention a workout with 805 Bootcamp. More organizations than can be named here volunteered their time, their resources to provide meals to the athletes, and volunteers themselves to be available to the Athletes.

During last year's State of the City, when the City and the Chamber first came together on this project, I told you that we were going to "showcase our community" to the Athletes. However, I think we had it backwards.

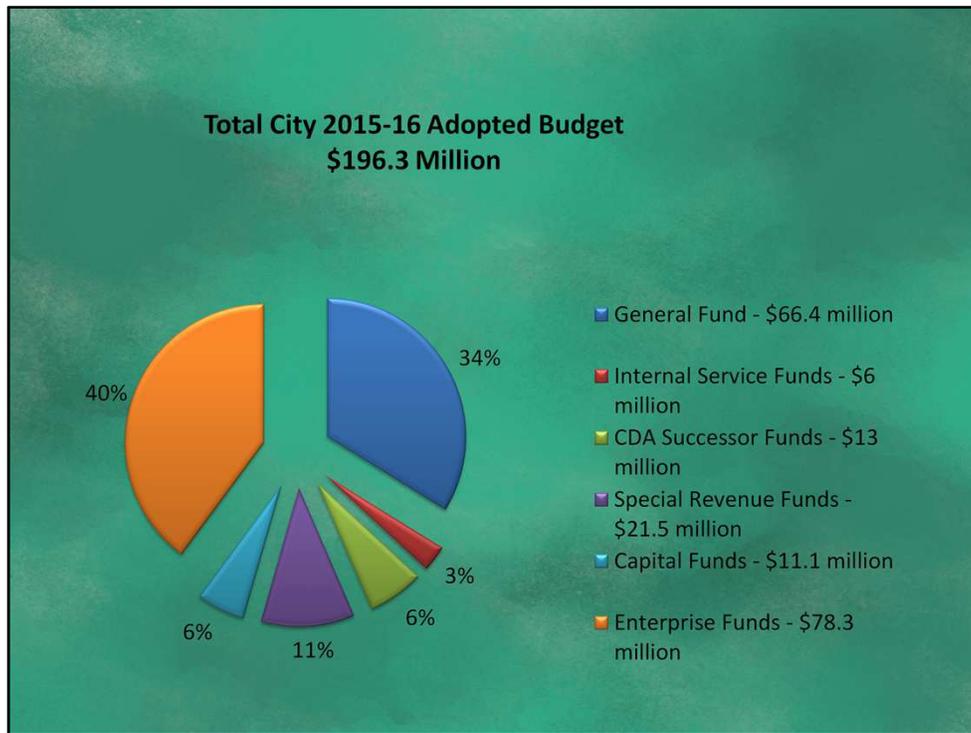
While we definitely showed the best of Simi Valley, it was the athletes themselves who showcased their enthusiasm, caring, compassion, and friendship, and we were fortunate enough that they were able to do it in Simi Valley.

Closing – Now, I would like to introduce Jody Kershberg, our new Director of Administrative Services. Jody has been with the City for 19 years, but this is her first presentation at the State of the City as the Director of Administrative Services. Please warmly welcome her.

# **Administrative Services**

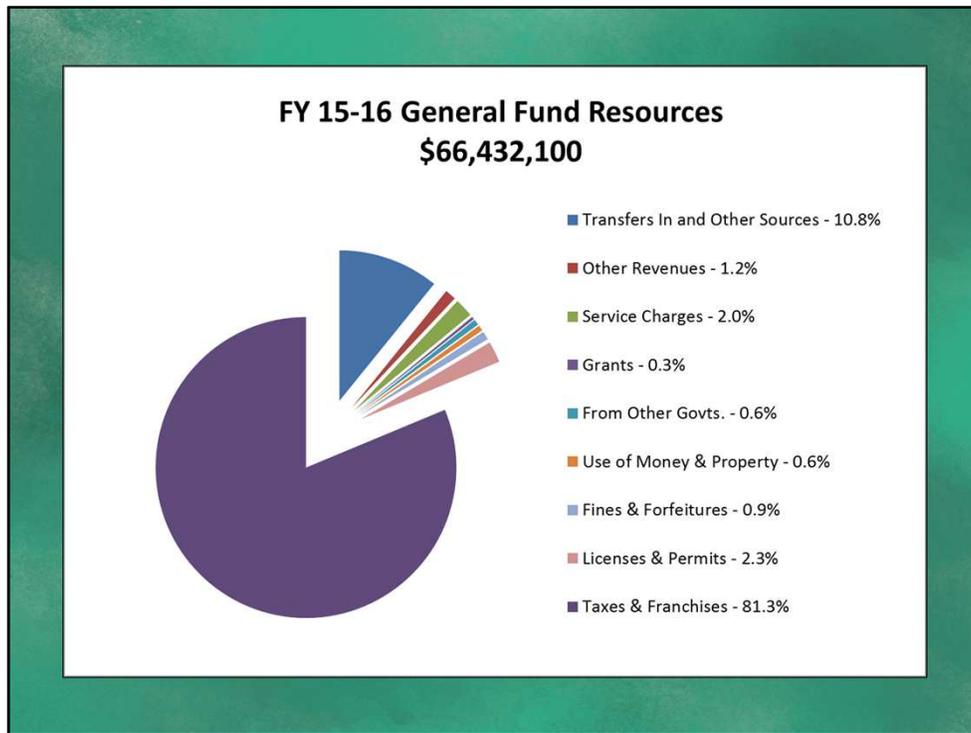


This Department provides many services to the internal and external stakeholders of the City including: Budget development; investment and banking services; debt administration; Utility Billing, Business registration; special events permits; financial reporting, accounts payable, and payroll; Information Technology services; purchasing, communications and graphics and printing.

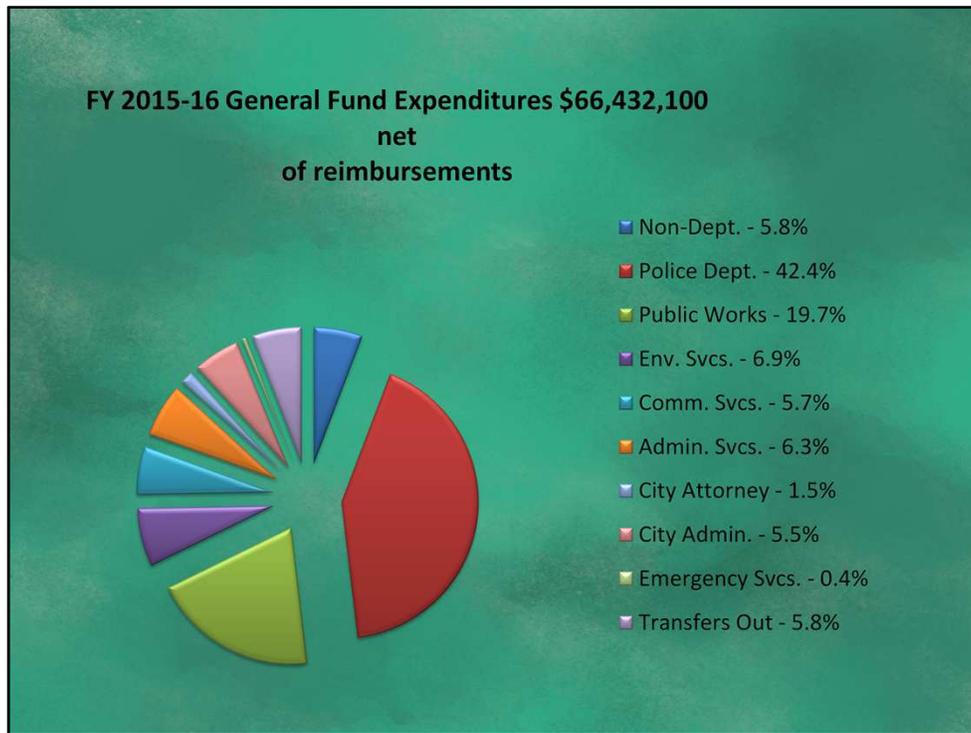


The Fiscal year Total City Budget is over \$196 million including the General Fund; Internal Service Funds; Capital Project Funds; Enterprise Funds; and Special Revenue Funds.

As you can see, the Enterprise Funds in orange – which are our Transit, Water, and Wastewater Utilities – is the largest part of our budget at 40% with the General Fund at 34%.



General Fund Resources for Fiscal Year 2015-16 are \$66,432,100 with 81.3% comprised of taxes and franchise fees. Service charges comprise 2% and licenses and permits comprise another 2.3%.



General Fund expenditures budgeted by Department for fiscal year 2015-16 are \$66,432,100 net of reimbursements from other funds. Of that, 42% is attributable to the Police Department for public safety followed by 20% attributable to the Public Works Department for infrastructure engineering, construction, and maintenance.

## Awards and Recognitions

- The California Society of Municipal Finance Officers *Excellence in Operational Budgeting* award. 26th Consecutive Year
- The California Society of Municipal Finance Officers *Excellence in Capital Budgeting* award. 25th Year
- The Government Finance Officers Association *Certificate of Achievement for Excellence in Financial Reporting* award. 35th Consecutive Year



*These awards tell us that Taxpayer money is being managed in a responsible, professional, and transparent manner, as determined by panels of outside experts.*

The City has received annual recognition awards over the past 35 years from outside, independent organizations for responsible and professional financial reporting; namely one from CSMFO for Excellence in Operational Budgeting for the past 26 consecutive years; one from CSMFO for Excellence in Capital Budgeting for 25 years; and one from GFOA for Excellence in Financial Reporting for the past 35 consecutive years.

## Goals for 2016

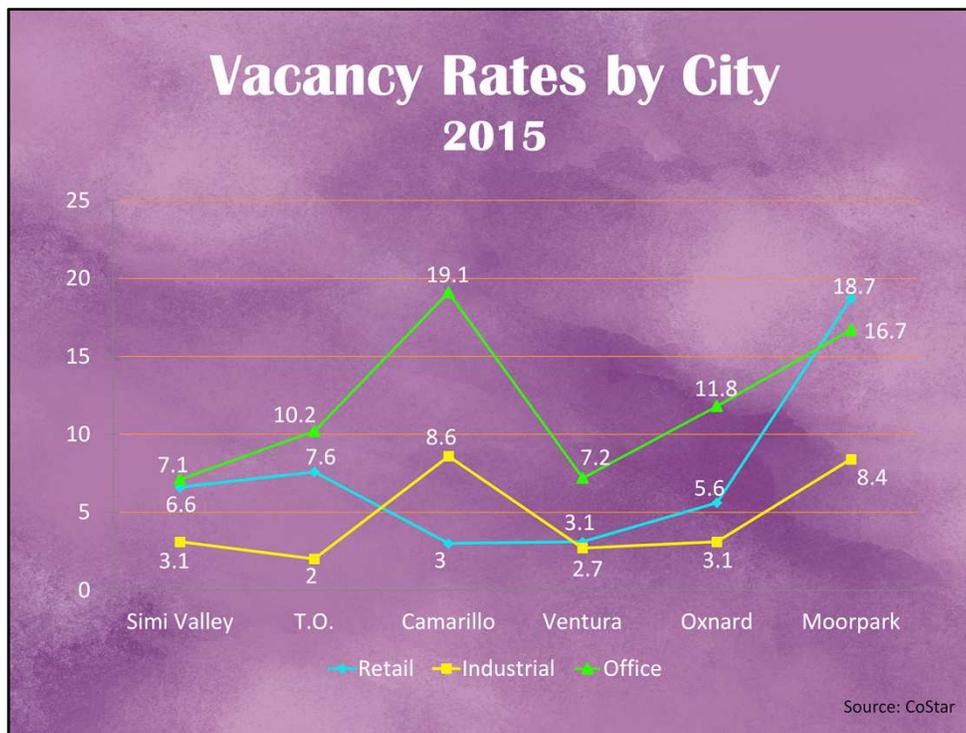
- Begin three-year implementation of a new computer system to improve efficiency and data sharing and reduce overhead for the City's financial reporting, budgeting, human resources, land management, utility billing, and many other services
  - Successfully implement the financial and budget modules
  - Update procedures manuals based upon the new processes
  - Completely reformat all of the City's budget documents
- Successfully transition Banking Services for the City to maximize services and support while keeping costs at a minimum
- Replace the City's 20 year-old telephone system with updated technology that will provide additional features and ease administration tasks
- Revamp the Comprehensive Annual Financial Report (CAFR) format to be more appealing and transparent

We have an extremely busy year planned in 2016. Our goals this year are to... [READ BULLETS]

I'd now like to turn things over to Brian Gabler, Assistant City Manager/Director of Economic Development.

A square area with a purple watercolor background, containing the text 'Economic Development'.

# **Economic Development**



Continuing a tradition, each year we present the retail, industrial, and office vacancy rates in Simi Valley and look at how we compare with other Ventura County communities. Shown on the screen are the average 2015 vacancy rates for each category. As can be seen, Simi Valley's retail vacancy rate is 6.6%, which is consistent with other cities in East Ventura County but higher than the rates along the 101 Corridor. In an effort to address the retail vacancy level in Simi Valley, and to provide assistance to property owners and fellow retailers, the City Council recently approved a contract with Retail Strategies. Beginning this month, Retail Strategies will be analyzing Simi Valley's retail sector to better understand the shopping habits of the community, to determine the retail gaps and sales leakage that may be occurring, and will compare our community against our peer communities. Additionally, Retail Strategies will meet with retail property owners and other stakeholders to discuss their business recruiting efforts. In the end, Retail Strategies will develop a marketing and recruitment strategy to bring retailers to the community. We think that through this effort, the City will benefit by having more shopping opportunities, fewer vacancies, and better shopping opportunities to assist existing retailers and property owners.

Taking a look at industrial and flex space in the community, the 2015 average vacancy rate is 3.1% which is 2.5 percentage points lower than the 2014 average rate. Driving the low vacancy rate in Simi Valley is the high cost of doing business in the Los Angeles basin, availability and lease pricing in the community, the fear of more government regulation by neighboring cities, and the business friendly environment of Simi Valley. I

am proud to say that commercial real estate brokers feel very confident recommending Simi Valley to their clients. The vacancy rate of 3.1% matches the vacancy rate in 2006 and represents the lowest vacancy rate for industrial and flex space in over 16 years. As of today, less than 45 industrial and flex spaces are available in the community and this tight market is both a blessing and a curse. The competition for the space is resulting in multiple lease offers for many of the available spaces.

Mark Twain has been attributed with saying, “There are three kinds of lies: lies, damned lies, and statistics”. So with that in mind, let’s take a look at the office sector. As the chart shows, Simi Valley’s office vacancy rate for 2015 averaged 7.1%; an extremely respectable number and the lowest we have seen in years. But what the calculation for the percentage rate does not include is three very large building in Simi Valley: Farmers Insurance, the building at 400 National Way at the top of Madera Road, and the building located at 1757 Tapo Canyon Road, formerly leased by Bank of America. They were excluded each for independent reasons: Nothing will happen with the Farmers Insurance building till next year and the 400 National Way building is the subject of a redevelopment project, more on these two buildings later, and the building at 1757 Tapo Canyon Road is in receivership. If we were to include these three buildings, the vacancy rate for 2015 jumps to 22.1%. Suddenly, not so good. But looking at the balance of the community, the prospects of the City’s office sector look good with many opportunities on the horizon.

And while the City continues to enjoy a strong vacancy rates, the City’s unemployment rate continues to see improvement. Simi Valley’s unemployment rate for 2015 averaged 4.8%, over 100 basis points better than the 2014 average unemployment rate. And the February 2016 unemployment rate for Simi Valley was 4.5%

The vacancy rates for Simi Valley demonstrate the strength of the community, the attractiveness of the community, and the prominence of Simi Valley as a premiere location for business. The continued decline in the unemployment rate, combined with the strong leasing market, demonstrates the strength of Simi Valley’s business sector.

## New to Simi Valley

- General Research Laboratories
- DataSat Digital Entertainment
- Nutek Wheels
- Helium Leak Testing
- Total Paper and Packaging
- Anjana Software Solutions
- American Technologies Inc.
- Acquiesse
- T Flexo Corp
- Red Barn Feed & Pet
- Hook Burger
- Mod Pizza
- Cre8 Pizza
- DD's Discounts
- Buffalo Wild Wings
- Studio Movie Grill
- Big Brands Tire
- Color Mi Vino
- Chop It Up
- We Rock the Spectrum
- Optical Physics Company

For those of us that live and work in Simi Valley, we know just how great a community we have. And like all things that provide a sense of pride, we like to share them with others. Over the last year, we have been fortunate to have a great many businesses move to Simi Valley and call our wonderful community home.

On the industrial side, General Research Laboratories, a manufacturer of vitamins, swallowed up a building on Tapo Street and relocated here from Northridge; DataSat Digital Entertainment, one of the leaders in cinema surround sound systems, quietly moved their offices here from the Conejo Valley area; Optical Physics Company, designer and manufacturer of optical tracking systems, had the vision to relocate here from their former home in Calabasas; Nutek Wheels rolled into Simi Valley to their location on Runway Street; Helium Leak Testing recently flowed here from Northridge, and Total Paper and Packaging folded their operations in Chatsworth and relocated to Simi Valley. Acquiesse, a global leader in the manufacture of candles and other home-scent products, moved to Simi Valley from their Moorpark home; American Technologies Inc., a leader in environmental remediation and restoration, is in the middle of relocating their Chatsworth operations to Simi Valley; T Flexo Corporation, a manufacturer of packaging and paper products, acquired a building on Agate Court for their business relocation; and Anjana Software recently opened for business in an office building on Los Angeles Avenue.

Looking at the retail side, Red Barn Feed & Pet opened on Sycamore Drive to provide

supplies to our furry loved ones; Big Brands Tire will be opening soon on Easy Street to provide care and service to our wheels; and DD Discounts opened on Los Angeles Avenue to provide clothing for ourselves and loved ones. For us foodies in the community, there have been several food outlets opening in Simi Valley. For the pizza lover that wants their pizza a certain way, Cre8 Pizza and ModPizza opened in Simi Valley to supply built to order pizzas and for the salad lover, Chop It Up on Simi Town Center Way serves up salads and other food choices that are built to order. Hook Burger has transformed a space on Sycamore Drive to serve up burgers, sandwiches and salads to our hungry population. And if you haven't already heard, Buffalo Wild Wings is doing line-out-the-door business up at the Simi Valley Town Center.

And if spending time with family and friends is on the agenda, you have new options. For parents, We Rock The Spectrum is open at Sycamore Village to provide a place for playtime with and engage young children; to catch the latest and greatest from Hollywood, Studio Movie Grill provides an excellent location for dining and catching a movie, even at the same time; and proving that wine does go with just about anything, Color Mi Vino provides an opportunity for adults to explore their creative side while enjoying one of your favorite adult beverages.

This is just a taste of the many new businesses that have opened in Simi Valley...there are many more that I have not mentioned. It is with pride that Simi Valley is home to so many outstanding businesses and the collective efforts of the City, the Chamber of Commerce, business owners and our residents that make this community great.



Corporate changes by retail executives regularly causes jitters in the economic develop world and the volatility and intense competition in the grocery sector spared no expense on property owners and economic development professionals. In the end, many lessons were learned.

In January 2015, after the merger of Safeway, which is Vons and Pavilions parent company, and Albertsons, the Federal Trade Commission ordered that a vast number of stores be sold in order to prevent an unfair advantage over the remaining grocery purveyors. As a result of that Federal edict, a willing suitor in Haggen Grocers from Bellingham, Washington, stepped up and acquired 146 Safeway and Albertsons stores across four states, including three in Simi Valley. You know the rest of the story and Haggen is now no more.

For Simi Valley, it had an extremely favorable outcome. As a result of the comings and goings of Haggen, Albertsons, and Vons, Simi Valley was able to attract Stater Bros. with their first store in Ventura County; after working with them for over a decade, the City was finally able to land a Sprouts store in the community; and Smart & Final will open the second Extra store in our town. At the end of the day, no store remains vacant and although many former Vons, Albertsons, and Haggen employees had sleepless nights, job opportunities will continue at these locations.

Given the vast amount of options available to shoppers for their grocery items and the

volatility in the grocery sector, it can be assumed that further changes in the grocery sector will happen. Think about all the grocery shopping options in Simi Valley:

Albertsons

Vons

Pavilions

Smart & Final Extra

Sprouts

Stater Bros.

Target

Ralphs

Walmart

Walmart Neighborhood Market

CVS

Rite-Aid

Walgreens

Vallarta

At least three neighborhood Mercados in the community

And Aldi will be opening soon.

Clearly, Simi Valley residents have numerous options to find their bread and butter.

## Changes to the Landscape

- County of Ventura Office Consolidation
- Rancho Simi Recreation & Park District Offices
- Fresh & Easy Bankruptcy
- Big Al's Pet Closure
- Erringer Road & Los Angeles Avenue

Like an iceberg floating in the ocean, some noteworthy changes have taken place in Simi Valley this past year that will have deeper impact to the community than we currently see.

In February, the County of Ventura moved into just over 70,000 square feet of office space at 2900 Madera Road and consolidated several of their offices in Simi Valley. Previously having multiple locations in the City, the County's new space will house the East County Jobs and Career Center, now called the American Job Center, and other Human Services Agency operations including children and family services, CalWorks, and Veterans services. Additional County services may be moved to this location in the future. This relocation resulted in the availability of just over 30,000 square feet of prime office on Enchanted Way, creating a new opportunity to bring new employers to the community.

Last year, the Rancho Simi Recreation and Park District closed escrow on a building located on Guardian Street. Located between Tapo Street and Tapo Canyon Road, the District will be busy relocating their headquarters operations to this new location and the range of services offered at the building will grow over those offered at their previous location on Sycamore Drive. So what happens to their old location? Plans are in play for it to be converted to multifamily housing for the senior population as well as for families.

Although the Fresh & Easy location on Alamo Street was one of the most successful stores in the chain, it could not gain enough revenue to save the company. Unfortunately, Fresh & Easy declared bankruptcy during 2015 and shuttered all their locations. As one of the few remaining anchor tenants for this shopping center at Tapo Street and Alamo Street, the City has met with the property owner about looking at options for the property as well as possible replacement tenants.

Some of you may have noticed a significant amount of construction happening at the shopping center located at Erringer Road and Los Angeles Avenue. This shopping center has undergone a major redevelopment which brings a conversion of the former Smart & Final store into a larger Smart & Final Extra location as well as a larger Theresa's Country Feed & Pet. The whole center has been revamped and a new pad building, which will house a brand new Dunkin Donuts, is under construction in the parking lot. Rehabilitating one of the older shopping centers in Simi Valley, this center's renaissance will provide added shopping opportunities to Simi Valley residents.

And finally, we saw the closure of a longtime retailer in Simi Valley, Big Al's Pet on Los Angeles Avenue. Competing with many other pet shopping opportunities, Big Al's closed its doors late last year much to the disappointment of many Simi Valley residents. But there is much more on the horizon.

## On The Horizon

- Aldi
- Simi Valley Town Center
- 1757 Tapo Canyon Road
- Rising Realty Partners
- Farmers Insurance Lease Expiration
- Overton Moore Project (141,000 Sq. Ft.)
- School District Administrative Property

With a grand opening coming soon, Aldi will be in Simi Valley. With their original store in Germany, Aldi now has over 1,500 stores in 33 states and ours will be located at the Simi at the Plaza shopping center where Home Depot and Walmart are located. Aldi brings a no-frills, quick and easy shopping experience with a mix of name brands and Aldi branded groceries in an eco-friendly environment. While their original plan was to open in Simi Valley in September 2015, their new Simi store should be opening shortly.

Rising Realty Partners is moving forward with a redevelopment of the former Countrywide and Bank of America site at the top of Madera Road. In a repurposing of the location, the existing 290,000 square foot building will be torn down to accommodate an urban mixed-use development consisting of office spaces, retail and entertainment establishments, a 120 key hotel with large conference center, and 190 units of multi-family housing. This development will bring a new dynamic to the Simi Valley community and provide another gathering place for residents and business.

In August 2015, Bank of America elected not to renew a lease for their space located at the corner of Los Angeles Avenue and Tapo Canyon Road; what we call the 1757 Tapo Canyon Road building. At over 180,000 square feet, the building poses a bit of a challenge to lease. After being foreclosed, the building recently went into receivership. While the building is currently empty, the City looks forward to new opportunities to happen at this key location in the community.

You have no doubt seen the recent changes at the Simi Valley Town Center; the addition of Studio Movie Grill, Buffalo Wild Wings, new in-line tenants, and the new parking lot configuration. Well, more changes are on the horizon with new demolition taking place to accommodate new tenants and a repurposing of the former Union Bank building in the parking lot. We are excited to see continued changes at the Town Center and look forward to the continued renaissance of this key asset in Simi Valley.

In August 2010, we were all surprised by the announcement of Farmers Insurance leaving our community. But ever since that time, Farmers Insurance, who does not own the building, continues to make their monthly lease payment. Given the circumstances of a tenant continuing to pay their rent, the building owner has zero incentive to invest in the property. In January of 2017, that lease expires. When that happens, we anticipate a chain of events that will eventually lead to the Farmers Insurance location having a new life. Next year will prove to be a pivotal year for this very visual location in our community.

Unknown to most people, Overton Moore Properties is one of the largest commercial development companies in the Los Angeles area with almost 45 years of experience. Last year, they acquired the 9 acre parcel at the end of Cochran Street and recently received approval to build over 141,000 square feet of industrial space in Simi Valley. As I discussed earlier, Simi Valley's industrial space is at a premium and the Overton Moore development will add much needed inventory to the City and allow us to bring new employers to the City.

And lastly, the Simi Valley Unified School District recently entered into an agreement for the sale of their headquarters location on Cochran Street. Owning prime real estate on a major traffic corridor, the School District found the value of their property and capitalized on that value. Over the next several months, the School District will continue to explore their options for a new headquarters and the City will work with the successful bidder on the redevelopment of the property on Cochran Street.

Changes are always taking place in Simi Valley and these are just a few of the larger ones that will attract attention and will reshape the community. But with change comes opportunity and we look forward to our role in that process.

# Business Assistance Services

- Customized Reports of Available
- Property and Spaces
- Business Assistance Loans
- Zoning Assistance
- Permit Assistance
- Demographic Data
- Shopping Local
- Business Plans
- Energy Savings Device Financing
- Strategic Planning
- International Trade
- Managing Cash Flow
- Financial Analysis
- Workforce Training & Recruitment
- Sources of Capital
- Business Start-up
- Electronic Commerce
- Market Research
- Patent & Trademarks



We have looked at many businesses that call Simi Valley home. But none of these businesses sprang up overnight and became immediately successful. From the home-based business, to the storefront retailer, to the company that makes widgets in an industrial building, we salute all business owners for your fortitude, your vision, and your perseverance to take a thought and turn it into a thriving venture. And we thank you for your confidence for being here in Simi Valley.

I showed this slide at last year's State of the City and I show it again to continue to drive the point home. As a business owner, you may think you are alone out there in your efforts to run and grow your business. I want you to know there is a wealth of information and assistance available to you.

The City has teamed with several economic development partners to provide assistance to business owners in their efforts to grow. The City partners with the Economic Development Collaborative of Ventura County, SCORE, the Small Business Development Center, the American Job Centers, and other economic development partners that provide business assistance services and resources to support business retention, growth, and economic vitality. And through the City's relationships with these entities, most services are provided at no cost to the business.

These assistance services are provided by consultants that have real life experience and often have their own consulting practice modeled to help businesses grow and prosper.

Assistance such as access to capital, manufacturing assistance such as lean process and supply chain management, assistance with International Trade, Business Plans, marketing, retail sales, and manufacturing operations are just a few of the areas of assistance provided. And if you have an employment position to fill in your company, did you know that you can get free training for employees and even get reimburse for a new hire's salary? These are just some of the services that are available.

I encourage business owners to check out the City's Economic Development pages at [SIMI VALLEY.ORG](http://SIMI VALLEY.ORG) for helpful information on how to make your business grow and prosper. Or shoot me an email and I'll forward to you a brochure that we have developed that provides all this information in one handy location.

If there is ever a question regarding what the City can do for your business or what services are available to help, just call me at the City. Remember, I am from the government and I am here to help.

And now, please welcome Peter Lyons, Director of Environmental Services.



# **Environmental Services**

## Department of Environmental Services



The **Environmental Services Department**, under my direction, is responsible for Planning, Housing, and Building & Safety. We are committed to provide user-friendly services in the most efficient manner possible to our customers. Our one-stop permit counter includes staff from Planning, Building & Safety, the Fire District, and Public Works. Our regular business hours are Monday through Friday, from 7:30 a.m. to 5:30 p.m. Also available to the public on a 24-hour basis is the City's website at **SimiValley.ORG** which acts as a clearinghouse for our local government resources including the latest publications, documents, applications.

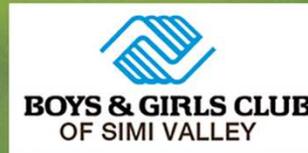
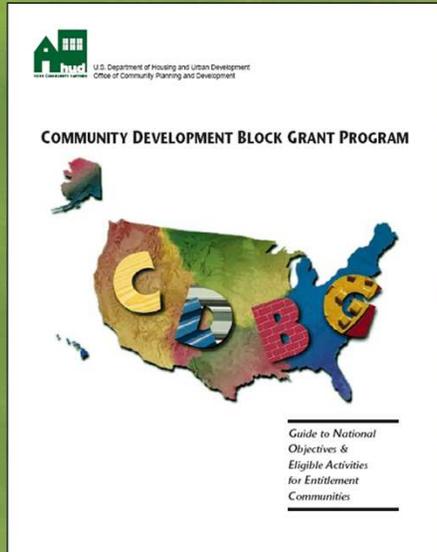
At this time, I will walk you through with who we are, which most of you may know this already, and what Environmental Services does by way of projects that are currently under construction, recently completed, and proposals that are going to the City Council soon, and wrapping it up with what's on our horizon.

## Housing Finance & Development



On the **Affordable Housing** front, The City of Simi Valley worked with Cabrillo Economic Development Corporation and using restricted housing funds towards the new senior affordable apartment project, **Camino Esperanza**, located at 1384 Katherine Road South, which is currently under construction. On December 31, 2015 Cabrillo Economic Development Corporation, with the aid of City staff, successfully closed escrow and procured all necessary loans including the City's \$500,000 predevelopment and operation loan approved by City Council on December 7th, a \$7 million construction loan from Bank of the West, a \$4.5 million construction and special needs operation loan from HCD, and a \$500,000 gap loan from the Ventura County Housing Trust fund, matching the City's loan.

## Community Development Block Grant



Last year, the City received \$575,000 in **Community Development Block Grant (CDBG)** funds to assist local non-profit organizations including the Boys and Girls Club of Simi Valley and the Simi Valley Community Foundation. Additionally, with the City Council's authorization, staff streamlined the operation of the CDBG program by implementing 2-year funding allocations; you apply once for two years' worth of funding allocation. Hence, reducing operation costs for both the applicant and the City. Furthermore, within the past calendar year, the City received **repayments** from affordable housing purveyors of approximately \$1.58 million in developer loans plus interest. These restricted funds may potentially function as the City's leverage to attract future affordable developments.

## Remodel & Revitalize



### Alberta Development Partners

#### Simi Valley Town Center Mall Expansion

On the **Development** front, it has been a very busy and productive year processing requests from developers and applicants with interest in creating new housing and businesses in Simi Valley. This is on top of the 5,822 building permits issued within the last calendar year for residential, commercial and industrial structure improvements. The City's Design Guidelines ensure the highest quality of developments. The results are visible to the public through a few of the projects we are featuring today: Starting with the Revitalization of the **Simi Valley Town Center**: Alberta Development Partners has been working tirelessly on this multi-million dollar transformation to re-tenant and stimulate businesses at the Simi Town Center mall. Studio Movie Grill and Buffalo Wild Wings opened this fall to much fanfare including the keyhole drop-off to enhance the center's inviting feeling with friendlier access. Building 600, the east part of Building 100, and the Union Bank building façade areas have been approved for remodeling in order to relocate Starbucks and bring in businesses including Marshalls, Ulta Beauty, and Charming Charlie. The highway and directional signage has been installed, 50% of the parking has been restriped to standard widths, and common area improvements are ongoing.

## Remodel & Revitalize



**Sycamore Square**  
(Sycamore and Cochran)  
Façade Renovation



Façade remodeling for **Sycamore Square** (anchored by Ross Department Store) located at the northeast corner Sycamore and Cochran; the shared ownership of the plaza (headed by Dollinger-Campus Landing Associates) invested approximately half-a-million dollars toward their commercial plaza's much needed facelift. The entire retail storefront (CVS opted to not participate) was resurfaced with decorative planters and enhanced landscaping along the repaved sidewalk with new benches and wheelchair access.

## Remodel & Revitalize



### Simi Village Marketplace Shopping Center

(Los Angeles Avenue and Erringer Road)

Complete Facade Renovation and New 3,488 sq. ft. Commercial Building

Remodeling of **Simi Village Marketplace** (anchored by Smart and Final), this is Milan Capital Management's effort to modify its 96,500-square-foot center holds a price tag of approximately \$3 Million. It includes upgrades of the existing storefronts and rooftops, parking lot, landscaping, plus a 3,500 sq. ft. stand-alone pad to accommodate a new tenant with optional drive-through.

## Remodel & Revitalize



**Simi Plaza**  
(1512 E. Los Angeles Avenue)  
10,665 sq.ft. Commercial Plaza



**Simi Valley Chevrolet**  
(1001 First Street)  
6.85-acre Full-Service Dealership

Complete remodel of **Simi Plaza** located on 1512 E. Los Angeles Avenue (approximately 160 feet east of Hubbard Street and adjacent to FedEx). It is a 10,665 sq.ft. retail center acquired by the Simi Plaza Group in 2011. As a general rule in any development, if you don't update and upgrade, you can't attract tenants.

Complete remodel of the **Simi Valley Chevrolet** located at 1001 First Street, right off of the 118 Freeway. The dealership managing partner's \$600,000 renovation project has updated its full-service facility.

## New Facilities



**Clinicas del Camino Real**  
(Tapo Street and Eve Road)  
11,052 sq.ft. Medical Facility



**7-Eleven**  
(1369 Erringer Road)  
Convenient Store with Gas Station

Lastly, we like to mention a new **Clinicas Del Camino Real's** 11,000 sq.ft. medical facility located on Tapo Street serving the east end of Simi Valley was completed and is now operating.

A former Union 76 gas station was demolished to make room for a new **7-Eleven** at 1369 Erringer Road. It features a 2,400 sq.ft. convenient store plus 6 gas pump stations.

## Under Construction & For Sale



**Savannah**  
(Kuehner and 118 Freeway)  
66 Townhomes



We will now shift our focus to **Residential Developments**. The housing market has been very strong and the demand for both multi-family attached townhomes to single-family detached homes is steadily rising. Therefore, using the developer's lingo, we have been very busy putting sticks into the ground:

**Savannah** by William Homes is located at the northwest of Kuehner Drive and the 118 Freeway (also known as the Happy Face Hill). It is a 66-unit attached townhome project with prices starting in the high \$400,000's. Currently, 1/3 of the total units are sold, and 50% have been built. With the approval of this development, the developer has agreed to construct and complete an important connection between Kuehner Drive and Mt. Sinai Drive.

## Under Construction & For Sale



**Stratus**  
(Los Angeles Ave. and Simi Village Dr.)  
37 Townhomes



**Stratus** by D.R. Horton, located at the southeast corner of Los Angeles Avenue and Simi Village Drive, across from the post office, is a 37-unit attached townhome project with prices also starting in the high \$400,000's. This infill project offers a very unique variety of multi-level floor plans, similar to the designs that are found in San Francisco, minus their hefty price tag. Currently, 35% of the total units are sold, and 100% of the units are being constructed and nearly complete.

## Under Construction & For Sale



**The Woodlands**  
**Runkle Canyon, LLC**  
(Sequoia Avenue South)

298 Single Family Homes  
25 Estate Homes  
76 Senior Condominiums  
62 Affordable Senior Condominiums



**The Woodlands** at Runkle Canyon is the residential development located at Sequoia Avenue South (with 298 single family homes, 25 estate homes, 76 senior condos, and 62 affordable senior condos). The property is shared by Lennar's Arbor Heights and KB Home's Arroyo Vista, offering a range of residential products to different family makeup. Homes are currently under construction and being sold as we're speaking. Single-family home prices start in the mid \$700,000's and prices for the senior condos have yet to be established.

## What's on the Horizon for 2016?

### MORE PROJECTS UNDER CONSTRUCTION

**Simi Valley Hospital**  
2975 Sycamore Drive  
(Construct 17,100 sq.ft. emergency room addition)

**Windflow Apartments (i.e. Kuehner Apts) – Jerry Jacob**  
Kuehner Road & Los Angeles Avenue  
(Apartment complex, 1 affordable plus 5 market units)

**ALDI Supermarket**  
425 E. Cochran Street  
(Façade renovation and tenant improvements)

**Enterprise Car Rental**  
764 E. Los Angeles Avenue  
(Construct 500 sq.ft. car wash)

**Ralph's Shopping Center**  
2804 E. Los Angeles Avenue  
(Façade Renovation)

**Simi Valley Korean Baptist Church**  
4868 Cochran Street  
(Construct 5,525 sq.ft. sanctuary addition)

**Apricot Apartments – Simi Development, LLC**  
4453 Apricot road  
(Construct 10-unit apartment complex)

**Simi Homes**  
West of Big Sky  
(Construct 4 single-family detached residences)

**The Market Place**  
2225 and 2245 Tapo St.  
(Construct 72 townhomes – nearly complete, mixed use commercial unbuilt)

**RSRPD – Park District**  
4201 Guardian St.  
(Tenant improvement for headquarter and recreation use)

**Wireless Telecommunication Developments**  
City-wide

So what's on the horizon for the rest of 2016?

The following are some sample developments that are either in review, approved, or under construction:

Cochran Industrial Complex Overton Moore  
Griffin Plaza  
Rising Realty  
Smith Road Movie Back Lot Studio

## What's on the Horizon for 2016?

### APPROVED / UNBUILT

**Sunset Vine Condominiums – Manish Drona**  
1765 Heywood St.  
(10 condominiums plus 2 affordable unit)

**River Run – STG Community Three**  
Heywood St.  
(40 townhomes)

**Centre Court – Sam Menlo Trust**  
Madera Rd. and Royal Ave.  
(10,600 sq.ft. retail building)

**Burger King**  
1152 E. Los Angeles Ave.  
(Façade remodel for a 3,034 sq.ft. fast food restaurant)

**Sinaloa Park – RSRPD**  
980 Madera Rd.  
(Community park facility with miniature golf)

**All Valley RV Storage**  
850 W. Los Angeles Ave.  
(Expand existing RV storage yard)

**Donley RV Storage**  
West Los Angeles Ave. and Quimisa Ave.  
(New RV storage with retail and repair)

**4540 Apricot LLC.**  
(14 unit townhome or apartment complex)

**Good People USA & SMV Patricia**  
1260 & 1270 Patricia Ave.  
(26 new townhome units with 4 affordable units)

**Huppert**  
1055 Fourth St.  
(5 new single-family-detached units)

**Humkar**  
5496 E. Los Angeles Ave.  
(16 new townhomes)

**West Simi Business Center – Rasmussen**  
Los Angeles Ave. and Quimisa Dr.  
(167,417 sq.ft. industrial park)

**Former Marie Callender's Site - Ibrahim**  
20 W. Cochran St.  
(Redesign driveway and parking lot)

**Park Animal Hospital**  
4288 E. Los Angeles Ave.  
(Façade renovation)

**Hampton Inn**  
2585 E. Cochran St.  
(Construct new 103-room hotel)

## What's on the Horizon for 2016?

### CURRENTLY IN REVIEW

#### **Cochran Industrial Complex – Overton Moore Prop.**

161 W. Cochran St.  
(New 141,018 sq.ft. four-building industrial complex)

#### **Tapo Oaks Shopping Center Renovation - Griffin Plaza**

Tapo Canyon Rd. & Cochran St., Jon's Market  
(Complete renovation to revitalize retail center)

#### **North Canyon Ranch – SVJV Partners, LLC**

Falcon St. between Erringer Rd. & First St.  
(125 single family homes)

#### **2 Starbucks Coffee with Drive-Through**

Target Center – in place of Burger King  
Wood Ranch Plaza – new construction

#### **Applebee's/Smashburger**

Northeast corner of Los Angeles Ave. and First St.  
(Facade renovation and tenant improvement)

#### **Auto Zone**

501 E. Los Angeles Ave.  
(New 6,000 sq.ft. store and site improvements)

#### **Chick-Fil-A**

2460 Sycamore Dr.  
(Complete remodel, in place of Denny's Restaurant)

#### **Park District Property - USA Properties Fund, Inc.**

1692 Sycamore Dr.  
(Apartment Complexes with 216 market rate units and 102 Senior Affordable Units)

#### **Bank of America Corporate Office Site - Rising Realty**

Madera Rd. & 118 Freeway  
(Proposed 125-room Hotel, 20,000 sq.ft. Commercial, 190 unit Apartment Mixed-Use Planned Development Project)

#### **Smith Road Movie Studio**

6800 Smith Road  
(New movie studio building and backlot)

#### **Simi Valley Ford**

2440 First St.  
(Façade renovation for dealer building)

#### **Stater Brothers Supermarket**

660 E. Los Angeles Ave. – formerly Vons/Haggen  
(Remodel and tenant improvement)

#### **Sprouts Supermarket**

2800 Cochran St. – formerly Albertsons  
(Remodel and tenant improvement)

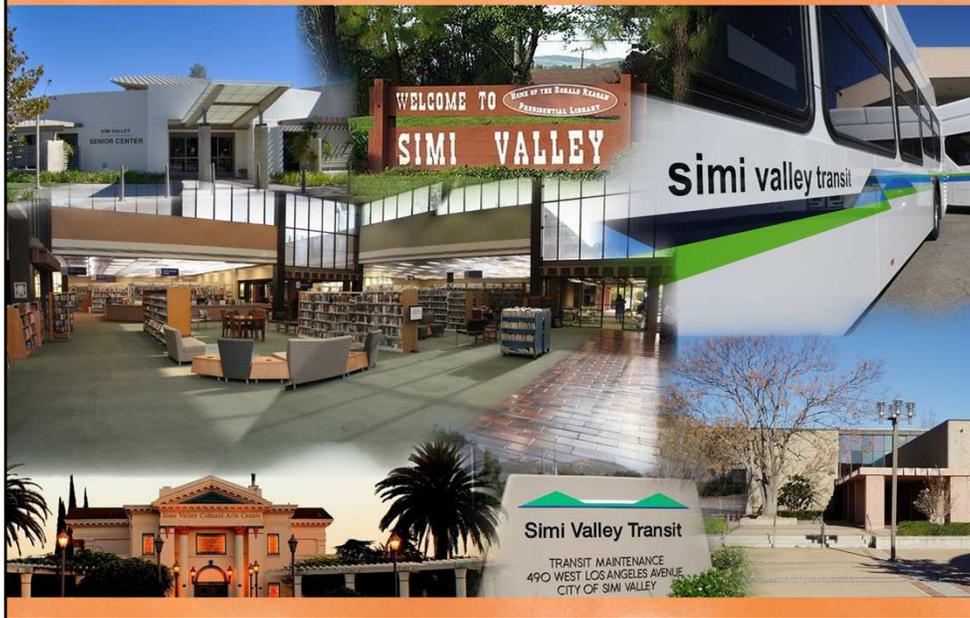
#### **Mountain View Apartments**

4862 E. Cochran St.  
(50-unit senior affordable apartment complex)

It's been a pleasure exploring our opportunities with you today. Now I'd like to introduce Sommer Barwick, the Director of Community Services.

# **Community Services**

## Community Services



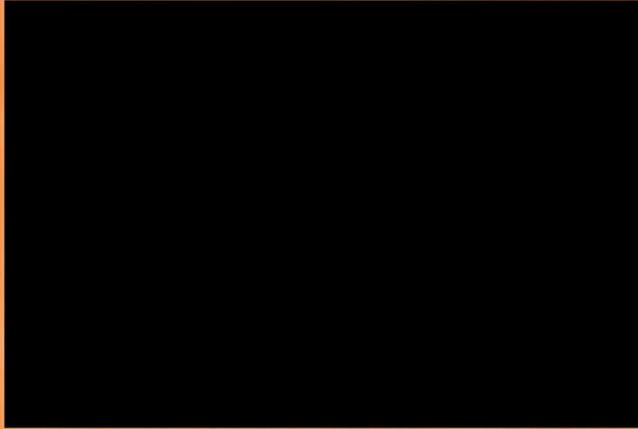
The Community Services Department is committed to our role in enhancing the quality of life, supporting economic development, crime prevention, and building community connections here in Simi Valley. We are also invested in the sustainability of our community and work to aid local businesses and community organizations by facilitating the creation of networking and learning opportunities geared towards our mutual growth.

## Youth Employment Services



A prime example of this is the **Job and Career Expo** hosted by the Youth Employment Service Advisory Board at the Boys and Girls Club each spring. Each year, participation is free to the over 400 youth job seekers between the ages of 15 and 22, and the more than 60 local businesses who come together. Many employers interview candidates on-the-spot and extend job offers the same day.

## Citizen Engagement & Future Leadership



We are continuing to invest in the future leadership of our community through the 14<sup>th</sup> Annual Youth Summit. 230 high school students strategized tackling issues such as bullying, homelessness, drug and alcohol abuse, and crime, and discussed enrichment in the areas of teen activities, schools and higher education, and the environment, alongside City Council Members and other local community leaders.

## Simi Valley Senior Center



More than 300 seniors frequent the Senior Center daily. Many programs are made possible by the volunteer efforts of the Council On Aging, including Lifeline health alert system, Meals on Wheels, and special events such as, the Wellness Expo, which partners with over 70 health-related businesses who provide goods and services specifically geared towards seniors and their families.

This Wellness Expo attracts over 500 seniors each year and it is a fabulous opportunity for businesses in our community to reach a targeted audience of seniors and their families, through hosting a wellness booth, or advertising in the attractive program booklet. The event is free for seniors and their families and supports the efforts of the Council on Aging in providing seniors with independent living.

# Simi Valley Public Library



The Simi Valley Public Library also supports the local business community by helping residents prepare to positively impact the workforce. The Library accomplishes this in three specific ways.

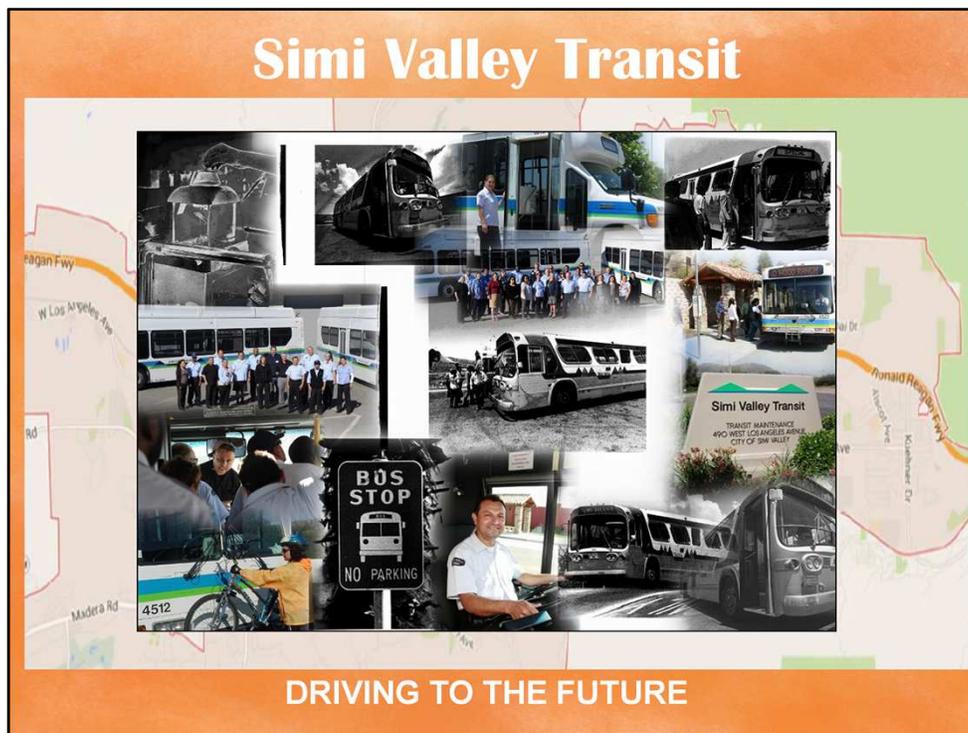
- Providing computer training free to the public – Made possible by the Simi Valley Friends of the Library and its bookstore filled with literary treasures.
- Introducing children and teens to STEAM (cutting edge Science, Technology, Engineering, Arts and Math) workshops such as, “Introduction to Computer Science Using “Minecraft Modding”, “3D Video Game Design”, creating LED Circuit Bracelets and how to use 3D Printers.  
And; by
- Offering a Career Center Collection with resources collection and electronic media to explore various career options and research for college students.

## Simi Valley Cultural Arts Center



The Simi Valley Cultural Arts Center continues to be a vibrant contributor to the city by offering the business community a beautifully restored historic landmark in which to hold meetings, seminars, luncheons, training sessions, holiday parties and more utilizing our smaller Community Room, the more intimate down stage theater, and our 200 seat state of the art theater. In addition, by providing quality live entertainment at family friendly prices, the Cultural Arts Center encourages Simi Valley and surrounding community residents to stay local and spend their entertainment and dining budget with local businesses while bringing in patrons from outside the area who will do the same.

According to a recent survey from *The Americans for The Arts*, the average patron spends an additional \$24.60 per person on top of the price of admission on dining, shopping and getting gas. Through this cultural tourism, the Simi Valley Cultural Arts Center contributes to the local economy and helps to maintain the high quality of life in Simi Valley.



Residents saw several enhancements to our transportation system this past year.

We launched a new transportation service, Intercity Connect, for seniors and ADA passengers traveling throughout East Ventura County.

We have now opened up advertising opportunities for businesses both inside and on the exterior of buses.

Passengers are enjoying new electronic fare media and new bus pass types that better meet passengers' needs.

In addition, we have replaced the entire paratransit fleet with low-floor vans with enhanced seating capacity and ramp access allowing for more autonomy for senior and ADA passengers.

And we're not done yet. We are actively engaging residents and businesses in the process of creating a 5-year Transit Plan, with the goal of providing for the unique transportation needs of our community; getting people to work, school, doctor's appointments, shopping, and entertainment throughout Simi Valley.

In summary, we're happy to continue working alongside you contributing to the beautiful quality of life we all enjoy here in our community. Another key partner in

our efforts is the Public Works Department, who is both at the forefront and behind the scenes of many of our programs and services. It is my pleasure to turn the presentation over to Ron Fuchiwaki, Director of Public Works, to share with you.



# Public Works

It is a pleasure to be here to discuss the services of the Public Works Department. The Public Works Department is responsible for the design, construction, operation, and maintenance of public facilities and infrastructure. The most basic of these responsibilities is water, sewer, and streets

## Public Works Services

- Engineering
- Water
- Sewer
- Streets
- Maintenance
- Environmental Programs



In addition to these basic services, we also perform many maintenance, engineering and environmental duties.

## FY 2015-16 Public Works Budget

General Fund, Public Works \$	15,169,600
Capital Improvements	38,325,500
Sanitation Fund	15,096,300
Waterworks District No. 8	41,053,900
Landscape Maintenance District	<u>942,700</u>
Total \$	110,588,000

The Public Works Department has over 200 authorized positions of which 176 are currently filled, and 30 are vacant. And, as outlined on this slide, the department manages a combined budget of over \$110 million spread across several different areas of responsibility.

## Administrative Services

- Budget
- Payroll
- Purchasing
- Human Resources
- Training
- Customer Service



The administrative services division provides the critical support that all of the divisions need to efficiently operate on a day-to-day basis. As you can see they are responsible for many key items including the department's annual budget, and assisting with purchasing and personnel matters and training. When you visit the public works counter at either city hall or the public services center, our administrative staff are often the first employees to assist you

## Engineering Services

- City Engineering
- Traffic Engineering
- Utility Engineering



Our engineering services include City Engineering, Traffic Engineering, and Utility Engineering.

## City Engineering

- Land Development
- Capital Projects
- Inspection



City Engineering is divided into three sections. The development services group is responsible for ensuring that new development in the City is designed and complies with all of the current federal, state, and local standards. Our capital projects section designs and manages the construction of street improvement projects throughout the city including resurfacing projects both on major arterials and local residential streets.

Several recent projects include the resurfacing of Viewline Drive, Madera Road Widening at Los Angeles Avenue, Annual Minor Streets Rehabilitation, Right-turn lane on Erringer Road northbound at Cochran Street, Metrolink Station Parking Lot resurfacing, Los Angeles Avenue Widening West of Stearns Street, and updating the City's Pavement Management System.

And, our inspection staff is responsible for monitoring the construction of these new developments and city projects to ensure that they are all properly constructed.

# Traffic Engineering

- Traffic Planning
- Traffic Operations



Our traffic engineering division includes both planning and operations. In traffic planning, similar to the development group, they ensure that all new development comply with all current standards, and they also make certain that new development mitigates any potential traffic or safety concerns. The operations staff deal with day-to-day traffic issues and handle citizen requests and inquiries. They are also involved in the design of new traffic facilities such as traffic signals.

## Utility Engineering

- Waterworks
- Sanitation

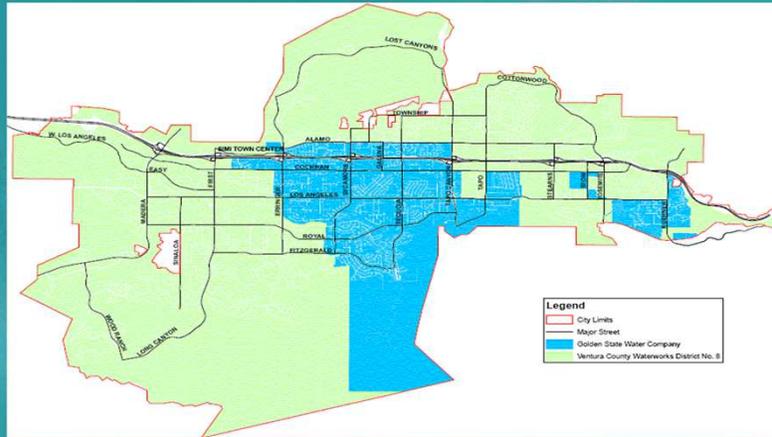


Our utility engineering sections are responsible for the design and construction of new water and sewer facilities, as well as developing plans and implementing the rehabilitation and repair of existing facilities. Some of the projects include sewer line rehabilitation on Sycamore Drive, the main line adjacent to the Arroyo Simi, and a line near Erringer Road; several maintenance projects at the wastewater treatment plant; the First Street waterline replacement; and the Emergency Generator Building at the Stearns Street waterworks facility.

# Simi Valley Water Providers

Ventura County Waterworks District #8

Golden State Water Company



You're probably aware that water in Simi Valley is provided by two water companies, the City's Waterworks District #8, and the Golden State Water Company (see map, green waterworks and blue Golden State). Together they provide almost 30 million gallons of water per day to the Simi Valley area, with the City's waterworks district supplying approximately 2/3rds of that amount.

## Waterworks Services



- 22 Million Gallons Per Day (MGD)
- 53.5 Million Gallons of Storage
- 39 Water Tanks
- 375 Miles of Pipeline
- 25,000 Water Services



Our waterworks division operates and maintains the water facilities in Waterworks District #8. We provide almost 22 million gallons of water per day to our customers. And, as you can also see, we operate 39 water tanks and monitor the distribution of water through almost 400 miles of pipeline. We have also completed the Tapo Canyon Water Treatment Plant, which produces clean drinking water from local groundwater. This plant has the capability to produce 1 million gallons of drinking water per day. In addition, the Waterworks Division is in the process of implementing a recycled water program.

## Sanitation Services

### Simi Valley Water Quality Control Plant



- 374 Miles of Mainline Sewers
- 12.5 Million Gallons Capacity, 8 MGD Per Day
- 2007 Plant of the Year, CWEA State of California
- 2009, 2010, 2011, and 2013 Plant of the Year and Collection System of the Year, Tri-Counties
- 2011 Collection System of the Year, CWEA State of California

You may also know, that the City of Simi Valley operates and maintains its own Water Quality Control Plant, or more commonly known as the wastewater or sewer treatment plant. Our plant is located at 600 West Los Angeles Avenue at the west end of the city. The plant processes and treats approximately 8 million gallons of wastewater per day. The plant and the staff that operate the plant are frequently recognized as the regional plant of the year in its size category

## Maintenance Services

- Streets
- Landscape
- Buildings
- Vehicles and Equipment



We also provide maintenance services for our city streets, landscaping, city buildings and City vehicles.

## Street Maintenance

- Repair of potholes, sidewalks and curbs, traffic signs and striping
- Cleaning of storm drains
- Street sweeping
- Graffiti and sign abatement
- Approximately 335 Miles of Streets
- Over 1,726 storm drains



Pothole Hotline  
(805) 583-6400

Our street maintenance staff performs repair and maintenance functions of a wide variety of items, including potholes, sidewalks, storm drains, and traffic signs and striping. The pothole hotline can be reached at 583-6400. The street maintenance group is also responsible for graffiti and sign abatement.

## Street Maintenance

### Graffiti and Sign Abatement

- Coverage 7 days per week
- Removal within 24 hours
- Removal of graffiti by City or Contractor
- Removal of signs in the public right of way

Graffiti and Sign Hotline (805) 583-6444

Our graffiti and sign abatement program operates seven days per week. The city's goal is to remove graffiti within 24 hours of when it is reported or observed. We use both our own staff and a contractor to accomplish this goal. The graffiti and sign hotline number is 583-6444.

## Landscape Maintenance



- 150 Acres of Landscaping
- 43,250 Trees



Our landscape group administers both city staff and private contractors to maintain over 150 acres of landscaping and over 43,250 city trees in the Landscape Maintenance District and Public Right of Way. In addition to this, they are often called out when trees come down, typically as a result of high winds.

## Building Maintenance

- Custodial and Equipment Maintenance
- 12 City Buildings and Facilities
- 280,000 Square Feet



The city has 12 buildings with over 280,000 square feet that are maintained and cleaned by our building maintenance section. These buildings include city hall, police department, senior center, public services center, cultural arts center, and the library. Their efforts include custodial services, plumbing, electrical, carpentry, and heating and air conditioning. They are also supported by private contractors for specialty needs.

## Vehicle and Equipment Maintenance



- 214 City Vehicles, Hybrids and Equipment
- 23 Transit buses and cars powered by CNG
- 107 Police vehicles

The department also maintains the city's fleet of over 340 vehicles and equipment including transit buses that are powered by compressed natural gas. The staff performs regular routine maintenance of all vehicles, as well as repairs when needed.

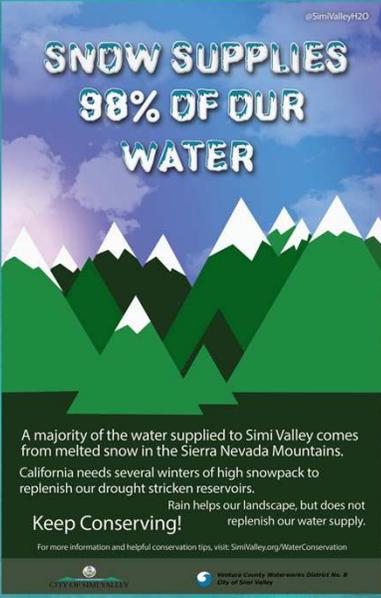
## Environmental Compliance

- Water Quality Program – Storm Drain System
- Hazardous Materials/Waste Program
- Pretreatment Control Program
- Water Conservation



Our environmental compliance division is responsible for four important programs. The water quality or storm water management program coordinates with other city staff to maintain compliance with all federal, state and local regulations regarding the monitoring and handling of storm water, they also educate citizens and businesses on the effects of polluted storm water on our environment. The hazardous materials and waste program staff work with local business on the use, storage, transportation and disposal of hazardous waste, and they also conduct the free, bi-monthly household hazardous waste program for the residents of Simi Valley. The pretreatment program monitors and enforces regulations regarding wastewater discharge into the city's sewer system and water quality control plant. The Environmental Compliance Division is also responsible for the city's water conservation program. This program provides public outreach regarding water conservation efforts and measures, and assists our residential and commercial customers on ways to reduce water usage.

## Water Conservation Efforts



**SNOW SUPPLIES  
98% OF OUR  
WATER**

A majority of the water supplied to Simi Valley comes from melted snow in the Sierra Nevada Mountains. California needs several winters of high snowpack to replenish our drought stricken reservoirs. Rain helps our landscape, but does not replenish our water supply.

**Keep Conserving!**

For more information and helpful conservation tips, visit: [SimiValley.org/WaterConservation](http://SimiValley.org/WaterConservation)

December 2015 –  
27% water use reduction



A majority of our water in Southern California comes from melted snow in the Sierra Mountains

Facebook and  
Twitter –  
SimiValleyH2O

**FOLLOW US!**

The Simi Valley City Council and Golden State Water Company have adopted Emergency Water Conservation regulations to reduce water use in Simi Valley. The City/Waterworks and all its residential and business water customers must work together to meet the 28% conservation goal mandated by the state. This reduction mandate has been extended by the state to October of 2016. During the month of December 2015, Simi Valley reduced its water use by 27%, and during the period of June through December 2015, Simi Valley cumulatively reduced its water use by just 28%. We continue to pursue this goal through efforts of public outreach and conservation.

# Water Conservation Campaign

**Let Mother Nature Water Your Landscape Keep Conserving**

During the winter months, we use less water. That means we have to do more to conserve.

**Helpful Tips:**

- Irrigate only when needed  
Odd addresses irrigate on Tuesdays  
Even addresses irrigate on Thursdays
- Run the laundry and dishwasher only with full loads
- Take shorter showers  
Collect cold water from the shower and use it to flush the toilet or water your plants

For more helpful indoor and outdoor conservation tips, visit:  
[www.simivalley.org/waterconservation](http://www.simivalley.org/waterconservation)

**CITY OF SIMI VALLEY**  
Ventura County Waterworks District No. 8  
City of Simi Valley

Simi Valley Acorn

Simi Valley H2O added a new photo.  
November 24, 2015 · 🌐

**KEEP CONSERVING**  
**IRRIGATE ONCE PER WEEK**  
ODD ADDRESSES TUESDAYS, EVEN ADDRESSES THURSDAYS

**HELP SIMI VALLEY MEET OUR 28% MANDATE**

FOR MORE INFORMATION VISIT:  
[WWW.SIMIVALLEY.ORG/WATERCONSERVATION](http://WWW.SIMIVALLEY.ORG/WATERCONSERVATION)

105 people reached

**Boost Post**

Facebook – SimiValleyH2O

We have also developed campaigns that utilize tradition print media and social media to promote and engage customers on the issue of water conservation. Please follow, SimiValleyH2O on Facebook and Twitter to stay up to date on the latest conservation efforts and regulations.

## Military Banners



In addition to the providing basic public works services, the Department is honored to manage the military banner program, which recognizes and honors Simi Valley military personnel. Since the program began in late 2010, 508 banners have placed along City streets. New applications for banners continue to be received and it is anticipated that an additional 20 to 25 banners will be placed prior to Memorial Day, 2016.

## Public Works Open House



The Department hosted an Open House at the Public Services Center on May 22, 2015, celebrating Public Works week. The Public Works department provided demonstrations, public information and displays on the work Public Works performs in the community. Public Works divisions were on hand to interact, answer questions, and describe projects and show equipment used. Attendance was nearly 200 and well received by the public and employees alike.

# Public Works Open House



## Department of Public Works



On behalf of the employees of the department of public works I want to thank you for your time and attention.

Now I would like to introduce Police Chief Mitch McCann.

# **Police Department**



Chief Mitch McCann

**Introductory comments**

## Roger Bannister's 1954 Record Breaking 3 Minute 59.4 Second Mile Run



Roger Bannister's Record Breaking Mile Run  
Incredibly, in 2015, crime rates dropped even lower than 2014  
In spite of the changes from proposition 47 and realignment



2015 Crime Statistics 1996 – 2015

40.4% decrease

Strong crime prevention/control efforts still necessary to help offset any latent effects of Prop. 47.

## Community Support



### – Community Support

Simi Valley Supports Our Cops campaign begun

This was the City's ongoing show of support for our Department during a time when the Police have faced unprecedented nationwide criticism.

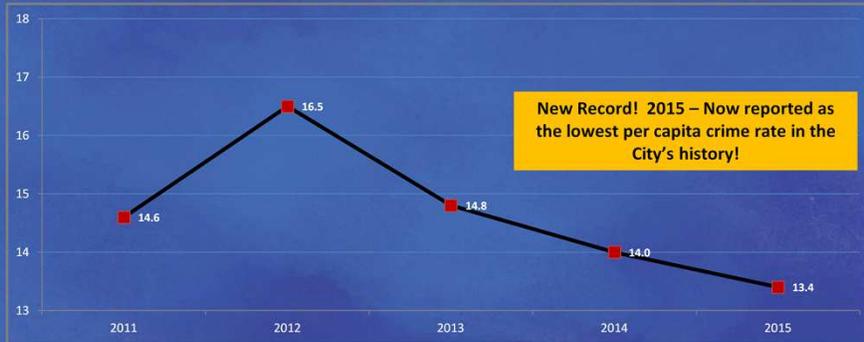
The campaign builds upon the City's proclamation of January 2014 as "Police Appreciation Month."

The Police Officers and Civilian staff of the Department appreciate the support of City officials and the Community.

## Per Capita Five-Year Crime Rate Summary

Total Part I Crimes  
Calendar Years 2011 – 2015

*Population source is derived from Department of Finance*



Crime rates are important indicators of reported crime activity standardized by population. They are more refined indicators for comparative purposes than are volume figures. It is important to understand how data can help in an ever increasing society where the need for timely and accurate data is necessary for planning, budget formulation, resource allocation, assessment of police performance, and the evaluation of experimental programs. The crime rate indicator is a measurable argument as to how safe our City continues to be as a result of successful community and police collaboration.

### Five-year Per capita Crime Rate

Trend continues to show decreases

The Department will take this as an opportunity to build on rather than to rest on our laurels

Crime is unpredictable, but this is a good measure of community safety and our partnership with citizens.

However, due to budget reductions and sentencing changes, crime is expected to increase.

## Faster Response Times

Emergency Calls – 3.9  
minutes – down from  
4.6 in 2009

Non emergency Calls  
14.8 minutes

59,768 Phone calls  
answered

16,590 911 calls

45,539 calls total for  
service

### Faster Responses Times

While overall our calls for service have increased, our response times to emergency calls have continued to fall.

Our officers have a better chance of saving lives and catching the criminals if we can get them to emergency calls as fast as possible.

While it takes an officer longer to get to non-emergency calls for service, we are still arriving to provide public assistance at a much faster rate than other Departments.

The men and women of the Simi Valley Police Department care about the community and its citizens; they take pride in delivering the best service possible

# Simi Valley Police Department



2015 TOP 20 CALLS FOR SERVICE		Total			Total
TRAFFIC STOP		16,925	ILLEGAL PARKING		913
			ALARM RESIDENTIAL		894
DISTURBANCE IN PROGRESS		3,708	AGENCY ASSIST		780
PEDESTRIAN CONTACT		2,502	ACCIDENT-NON INJURY		660
SUSPICIOUS INCIDENT NOW		2,262	REPOSSESSED VEHICLE		608
WELFARE CHECK		1,944	FAMILY DISPUTE IN PROGRESS		594
OFFICER INITIATED ACTIVITY		1,788	DOMESTIC VIOLENCE IN PROGRESS		594
SEARCH PAROLE OR PROBATION		1,598	FRAUD/FORGERY INVESTIGATION		593
CALL CANCELED		1,429	STRANDED VEHICLE/SUBJECT		584
SCHOOL CHECK		1,214	HAZARDOUS CONDITION		561
ALARM -COMMERCIAL		1,071			
THEFT INVESTIGATION		1,058			

Police calls for service increased 6.8% with 42,539 calls in 2015 when compared to 39,818 calls in 2014. This is a result of 2,721 more calls police responded to regarding crime and community problems.

## Calls for Service by type

Traffic stops continue to be one of the highest categories for calls for service.

Our Police Officers are proactive; they look for unusual or suspicious persons and situations in order to prevent crimes and apprehend those who commit them before they have a chance.

Proactive policing also concentrates on keeping the driving public safe. Traffic citations and DUI enforcement help address those drivers who put us all at risk with dangerous driving.

# Simi Valley Police Department

## 2015 Drug/Narcotic Arrest Charges



Amphetamine/LSD	4
Cocaine	18
Heroin	180
Marijuana	36
Methamphetamine	298
Other Narcotics	117
Other Drugs	5
Prescription Drugs	19
Paraphernalia	445
<b>Total Drug/Narcotic Charges</b>	<b>1122</b>

### 2015 Narcotics Arrests

Compare these numbers to 2014 statistics – Methamphetamine, Heroin, and Marijuana arrests were slightly higher than 2014, while cocaine, LSD, and prescription drugs were significantly lower.

The Department continues its zero tolerance approach to dangerous drugs.

The Department still participates in federal and local task forces.

The federal government reinstated the forfeited assets program so the Department will continue to participate in the task force approach to drug enforcement.

## Four Year Anniversary of Prescription Drug Drop-Off

To date, the Police Department has received 6,500 pounds of unused prescription medication from the community through the use of the drug drop-off box and the hosting of drug drop-off events.



### Four-year anniversary of prescription drug drop-off

This program continues to be successful by encouraging citizens to properly dispose of unused prescription drugs and preventing them from falling into the hands children. Nationwide data has shown that most heroin users began with prescription drug abuse, especially younger users; keeping the drugs out of the hands of our children and teens is critical to preventing further problems.

## Massage Ordinance Enforcement

Worked with city staff to develop an effective massage ordinance, created an efficient and professional process for the permitting of massage businesses and practitioners, and began inspections of massage establishments during initial phases of permit application process.



### Massage Enforcement

The passage of the local ordinance has allowed our officers to resume and enforcement posture with these establishments.

Officers are able to enforce regulations related to the business license and health and safety code regulations associated with massage businesses.

The ordinance helps to remove licensees who engage in illegal activity while protecting the legitimate local massage therapy businesses.

To date, a number of violations have been documented and submitted for business license revocations.



- Restructuring of existing Department resources
- Moving Community Liaison and School Resource Officers into operations to help reduce patrol vacancy overtime.
- Combining like duties – i.e. Special Problems Section, CLO's and SRO's into a Patrol Support Bureau.
- Transfer of Narcotics Detectives from the Special Operations Unit back into the Detective Bureau.
- Objective is to break down "Silos" and reduce overtime expenditures.

## Objectives Of Restructuring

- Reduces overtime \$\$\$ by adding resources to Operations Division
- Combines similar job functions
  - *Narcotics Investigators under Detective Unit*
  - *CLO Program and Special Enforcement and Special Problems Sections support Patrol by increasing staffing and reducing overtime postings*
  - *Patrol Support Commander covers Watch Commander vacancies*

Objectives of restructuring  
Covered in bullet points to Slide # 83

## Community Liaison Officers

### CLO Program Goals

- Nuisance abatement
- Reduction of homeless calls
- Community involvement
- Long-term vs. short-term solutions
- Crime reductions
- Camp cleanups
- 1500 calls for service handled since 2014
- 200 phone calls to CLO phone line resolved
- 160 arrests since 2014



### Community Liaison Officers

Help to reduce repeat radio calls

Deal with quality of life issues in the community

Have significantly reduced nuisance calls, which kept patrol personnel occupied and unable to respond to emergency calls.

Reduction in the number of complaints involving the local homeless population.



#### Nancy Reagan Funeral

The Department's Honor Guard was called upon to stand guard over Mrs. Reagan's casket during the period where she lay in repose at the Library.

The security and police response to the funeral was planned, coordinated, and implemented with the Simi Valley Police Department taking the lead. This included leading our partner agencies such as the CHP, Ventura Sheriff, County Fire, and County EMS.

**The men and women of the  
Simi Valley Police Department thank you!**



**Closing Remarks**

The State of the Department is good, but we cannot rest on our laurels. With the budgetary challenges that lie ahead, Department staff will continue to seek out innovative methods to provide the best police service to our community. The use of grants and forfeited assets will continue to help us face these budgetary challenges. Looking ahead, we can expect that new camera technology will be implemented and continue to work in partnership with the City to oversee the construction of a new shooting range.



CITY OF SIMI VALLEY

# 2016 State of the City

Mayor Bob Huber  
Mayor Pro Tem Keith L. Mashburn  
Council Member Glen T. Becerra  
Council Member Steven T. Sojka  
Council Member Mike Judge