VISION STATEMENT

The City’s vision statement is supported by several topical areas which have shaped the Fontana General Plan and Development Code. These include:

- Balanced land uses
- Economic vitality
- Enhanced community character and image
- Downtown Fontana vitality
- Community connectivity and access
- Increased emphasis on Fontana citizens

Aside from the City, there are other key players that help realize the vision. These include residents of Fontana, private businesses, community leaders, school districts, and neighboring cities.

Collaboration among the groups is important to sustain Fontana’s visionary course, which can only be attained if key stakeholders take actions that carry out the policies in the General Plan, which is a long-term commitment.

— Fontana General Plan Update
   2015-2035
FONTANA CITY COUNCIL MESSAGE

Fontana as a community has become a model in the Inland Empire thanks to the residents, businesses and employees of our great community that have built upon a solid foundation that was laid by strong leadership, both past and present.

This foundation was built through investment of safety, community and economic opportunity that has resulted in community stability, vibrancy and growth. This is all achieved through a ten-step strategic plan:

1. To Create a Team
2. To Operate In A Business Manner
3. To Practice Sound Fiscal Management
4. To Promote Economic Development
5. To Improve Public Safety
6. To Invest in The City’s Infrastructure
7. To Concentrate on Intergovernmental Relations
8. To Increase Citizen Involvement
9. To Promote Affordable Housing
10. To Preserve and Create a Healthy, Local Economic and Environmental Future for Generations to Come
IMPROVING COMMUNITY THROUGH QUALITY OF CARE

The Customer Service Department within Management Services is the hub for business-related services and transactions. We are committed to providing quality assistance, innovation and easy access for residents and businesses in obtaining business licenses, passport services, animal licenses and yard sale permits.

Additionally, the Customer Service Department is a one-stop location for paying your sewer bills and other miscellaneous accounts payable transactions.

CUSTOMER SERVICE

4,650
PASSPORT APPLICATIONS

4,265
DOG LICENSE APPLICATIONS/RENEWALS

2,025
NEW BUSINESS LICENSE REQUESTS

300
NEW SEWER ACCOUNTS
The City Clerk’s Office is responsible for:
- filing campaign information and coordinating City elections.
- maintaining the municipal codes for the City.
- preparing agendas and minutes for all City Council meetings.
- processing all public records requests, claim forms agreements/contracts, resolutions and ordinances.
- opening and receiving bids for City projects.
- maintaining the municipal codes for the City.

- 799 certificates presented
- 182 contracts/agreements processed
- 91 resolutions processed
- 74 claims processed
- 61 public records requests completed within 10 days
- 58 agendas prepared and posted
- 40 proclamations presented
- 22 ordinances processed
IMPROVING COMMUNITY THROUGH QUALITY EMPLOYEES

The Human Resources Department is responsible for the administration of a cost-effective, comprehensive personnel management program which complies with Federal and State laws.

APPLICANT TRACKING SYSTEM

This year, the City of Fontana began accepting online applications for various positions within the City through our partnership with CalOpps.

RIDESHARE PROGRAM

As a part of the City Council’s goal of preserving the local environment for generations to come, for the first time in the program’s history, the City of Fontana met the goal of 1.5 Average Vehicle Ridership (AVR) as recommended by the Air Quality Management District.
JOB FAIRS
In conjunction with the Community Services Department, the Human Resources Department held several job fairs for seasonal and part-time opportunities. In addition, the Recruitment Team also attended a number of job fairs to promote the City’s employment opportunities throughout the community.

309 Benefits Fair participants
222 benefits open enrollment for retirees
14 training classes held
120 training participants
40 part-time recruitments
36 full-time recruitments

WE’RE HIRING AT THE CITY OF FONTANA

Fontana.org/Jobs

To receive job posting notifications, register using “Notify Me” at Fontana.org/NotifyMe.
AFFORDABLE HOUSING

The Housing Rehabilitation Program aims to provide financial assistance to low and moderate income owner-occupants of detached single-family homes.

**Neighborhood Stabilization Program (NSP)**
*(from 2008 to date)*
- 43 single-family homes purchased
- 36 homes rehabbed
- 16 homes turned into rental properties
- 20 homes sold to eligible buyers

**Minerva Housing Project**
- 63 senior housing units
- 1 and 2 bedroom options
- Grand opening February 23, 2016

**Siena Housing Project**
- 61 family housing units
- 2 and 3 bedroom options
- Estimated completion February 2016
PROMOTING QUALITY DEVELOPMENT WITHIN THE CITY

- Facilitated the entitlement and permitting of the retail at the southeast corner of Slover and Sierra at the Hilton to include Chipotle, Jersey Mike’s, Pizza Studio and Jamba Juice.

- Point of contact for demographic and business intelligence to the developer, retailer and broker community.

- Hosted the Fontana Supply Chain Summit with key local area stakeholders and representatives from the Los Angeles and Long Beach ports.

ECONOMIC DEVELOPMENT

113 PARCELS SOLD AND TRANSFERRED AS PART OF THE LONG RANGE PROPERTY MANAGEMENT PLAN (LRPMP) AND THE DISSOLUTION OF REDEVELOPMENT THROUGH AB 1484

FACILITATED THE RELOCATION OF VALLEY KIA TO THE AUTO CENTER SCHEDULED TO OPEN IN THE SPRING OF 2016

FACILITATED THE RELOCATION OF BOOT BARN’S LOGISTICS FACILITIES TO OAKMONT INDUSTRIAL CENTER
IMPROVING COMMUNITY THROUGH LONG RANGE PLANNING & REDEVELOPMENT

The Planning Division plays a critical role as support staff for the Planning Commission and community in fulfilling the vision, goals and policies as defined by the City Council.

4.1 MILLION
Square Feet of Logistics Focused Development


PLANNING
IMPROVING COMMUNITY THROUGH THE REVIEW OF PLANS & INSPECTIONS

The Building & Safety Division ensures that new and remodel construction conforms with State law and City ordinances that relate to structural, fire, health, life and safety requirements.

- **20,026** Building/Safety Inspections performed
- **3,191** Industrial, Commercial & Single Family Residential Permits issued
- **2,939** Plan checks reviewed and processed
- **1,777** 1st plan check applications processed
- **2,763,843** Square Feet of Industrial Building Space Approved

- 930 single family residential solar installation permits
- 273 single family residential permits
- 14 commercial permits (new construction)
- 12 industrial permits (new construction)
- 9 single family development contracts
- 8 multi-family residential permits
IMPROVING THE CITY’S INFRASTRUCTURE

CURRENT PROJECTS

- San Sevaine Trail Master Plan completed
- Fire Station 73 relocation at Banana Avenue and East Foothill Boulevard
- Sidewalk Improvement - Niagara Avenue and Athol Street
- ADA street and sidewalk improvements - Marygold Avenue, Maple Avenue and Harvey Avenue
- Foothill Boulevard median landscape
- Valley Avenue at Poplar Avenue Traffic light installation
- Martin Avenue sidewalk improvements to address safety concerns for children walking to school
- Randall Avenue at Palmetto Avenue traffic signal (Paid for by the Safe Routes to School Program State Grant)

FUTURE PROJECTS

- 2.2 miles of sidewalk and bicycle infrastructure through the Active Transportation Grant
- Active Transportation Plan
- Malaga Bridge Study

ENGINEERING
Where do general fund dollars come from?

- Cost Allocation & Other Revenue: $20,720,777
- Property Tax: $20,534,365
- Motor Vehicle In-Lieu Fees: $82,854
- Sales Tax: $34,219,833
- Franchise Fees: $6,594,614
- Development Related: $5,589,630
- Recreation Programs: $3,125,976

TOTAL GRANTS AWARDED

- JANUARY – DECEMBER 2015: $7,989,197
- 2004 – 2015: $109,682,165

TOTAL REVENUE

- CITY OF FONTANA ASSESSED VALUATION FY 2014/2015: $16,000,000,000
- Cost Allocation & Other Revenue: $20,720,777
- Property Tax: $20,534,365
- Motor Vehicle In-Lieu Fees: $82,854
- Sales Tax: $34,219,833
- Franchise Fees: $6,594,614
- Development Related: $5,589,630
- Recreation Programs: $3,125,976

FONTANA IS THE THIRD LARGEST

204,312 TOTAL POPULATION

AWARDED

Awarded Rebates & Donations $K by Year

Year 08 09 10 11 12 13 14 15

Awarded 95 36 6 45 91 73 59

TOTAL $101,199,211
CITY OF FONTANA REVENUE

TOTAL GRANTS AWARDED

- JANUARY – DECEMBER 2015: $7,989,197
- 2004 – 2015: $109,682,165

REBATES/DONATIONS RECEIVED BETWEEN 2008-2015 (FUNDS OFFSET PROGRAMMING COSTS)

- $516,935

REBATES/DONATIONS RECEIVED IN 2015 (FUNDS OFFSET PROGRAMMING COSTS)

- $59,822

204,312 TOTAL POPULATION

EDUCATION: 204,312 TOTAL POPULATION

AWARDED

Awarded Rebates & Donations $K by Year

Year 08 09 10 11 12 13 14 15

Awarded 95 36 6 45 91 73 59
**CITY IN THE INLAND EMPIRE**

*Source California Department of Finance (unaudited)*

### CONSUMER SPENDING

How Fontana residents spend on a variety of goods & services by households.

- **Household Spending**
  - $1,630,139,220
- **Travel & Transportation**
  - $510,196,843
- **Food**
  - $439,907,441
- **Insurance**
  - $280,231,202
- **Entertainment & Recreation**
  - $182,704,369
- **Apparel & Services**
  - $123,523,637
- **Healthcare**
  - $32,530,650

### TOTAL EXPENDITURES

Where do general fund dollars go?

- **Police**
  - $46,812,866
- **Administrative Services**
  - $19,852,719
- **Development Services**
  - $18,366,860
- **Human Resources**
  - $5,295,445
- **Capital Projects**
  - $4,200,000
- **Debt Services**
  - $2,888,051
- **City Administration**
  - $2,337,914
- **Grant Matches**
  - $2,061,341

**TOTAL RECREATION POINTS OF CONTACT**

- 1,729,933

**SHARING WITH THE CITY**

- $18,000 awarded from Kaiser Permanente Medical Center to begin Farm Fresh for Fontana Families program.

**MAKING A DIFFERENCE**

- 47% reduction in hospitalization rates for obesity related diseases.
IMPROVING INFORMATION

The City’s IT Department provides strategic planning and support for a wide variety of computer, information, and communication technologies used throughout the City.

WATER MONITORING SYSTEM

The City of Fontana implemented a system to manage water application and a GIS-based tool to monitor success. Activity is monitored through a Lucity database and GIS interface and compares actual water consumption to planned consumption. So far the program has produced a Water Application Management tool that is able to provide water budgets and monitoring for 844 acres of public landscape, 533 water meters and 539 irrigation controllers (and growing) the City manages.
**PAPERLESS PUBLIC WORKS**
The Public Works Department at the City of Fontana is one of the few departments in the state to be completely paperless. Lucity Maintenance Management System allows employees to get work orders and record completion of assignments. Using this technology has assisted in managing work loads due to staff reductions in 2007-2008.

**WEBSITE REDESIGN**
The City has plans to redesign our website to make it a better experience ranging from desktop computers to mobile devices. This new design will allow users to interact more easily with the City and allow them to find what they’re looking for whether at home or on the go.

**COUNCIL CHAMBERS TECHNOLOGY UPGRADE**
The Council Chambers technology was upgraded in 2007 to use an electronic agenda system (Novus) and live streaming video. It has been replaced with an all-digital video system and tablets. In addition, the Executive Conference Room upgrade offers full video conferencing capabilities and a new Overflow Room to accommodate larger crowds to attend public meetings at City Hall.

**WEB PAGE VIEWS**
2,415,410

**WEBSITE VISITS**
788,175

**WEBSITE DOWNLOADS**
443,451

**WEBSITE TRAFFIC VIA SMARTPHONE DEVICES**
33%
IMPROVING COMMUNITY THROUGH ACTIVITIES, EVENTS & PROGRAMS

Community Services creates activities, events & programs for all ages, including recreation classes, aquatics programs, youth programs, senior services, Healthy Fontana, Fontana Arts and sports programs.

Amenities:

59 Sports Fields
36 Parks
10 Community Centers
2 Performing Arts Theaters
1 Farmers’ Market
1 Dog Park
2 Outdoor Sports Pavilions
4 Pools
7 Miles of Pacific Electric Trail
3 Indoor Fitness Gyms
2 Outdoor Fitness Equipment Locations (Pacific Electric Trail & San Sevaine Trail)
2 Skate Parks
2 Splash Parks and Water Slide
Fontana is #1 in the Nation.
The City of Fontana has received gold medals in all 5 Let’s Move, Cities, Towns & Counties goals.

“I am truly inspired by the work Fontana is doing to help build a brighter, healthier tomorrow for the next generation.”
- First Lady Michelle Obama

120,160 program and class registrations
57,703 Healthy Fontana participants
52,000 Nature Center participants
6,210 youth sports participants
4,130 facility and park permits
3,300 Fontana After School Program participants
2,577 yearly class opportunities
1,805 summer camp participants
956 Mayor’s Youth Advisory Council event participants
604 field permits issued
94,671 hours of permitted field use
90 support non-profit organization sports leagues
800 support non-profit sports organization teams
PROVIDING THE FOUNDATION

Public Works is responsible for creating and maintaining the infrastructure of the City. Their services provide the foundation for all recreational activities in the community. This includes public buildings, parks, transport infrastructure and public services (water supply, sewage and electrical).

ENVIRONMENTAL SERVICES

The Public Works Environmental Services offers many programs to residents of Fontana in the areas of:
- Automatic Water Softener Rebate Program
- Curbside Used Oil and Filter Collection
- Fats, Oils and Grease Collection
- Household Hazardous Waste
- Poultry Ranches
- Pretreatment
- Recycling
- Small Business Hazardous Waste
- Stormwater
- Street Sweeping
- Solid Waste and Trash Collection

PUBLIC WORKS
PROJECTS
• Repaired 4 artificial turf fields at Ralph M. Lewis Park
• Awarded a new contract for tree maintenance services throughout the City of Fontana
• Installed new playground shade structures at Jack Bulik Park and Bill Martin Park

ACCESS FONTANA
This application allows users to submit service requests directly to the Public Works Department by using their smart phones.

Report it:
• Abandoned Shopping Cart
• City Tree Problem
• Graffiti Removal
• Illegal Dumping Problem
• Park Problem
• Pothole Repair
• Sidewalk Problem
• Sign Problem
• Street Problem

SQ. FT OF SIDEWALK REPLACED
24,483

INSTALLED WATER-EFFICIENT IRRIGATION CONTROLLERS
149

ADA CURB RAMP REPLACEMENTS
116

FACILITY ROOF REPAIRS
3

TRASH DIVERTED FROM LANDFILL
68%
PATROL UNIT
TRAFFIC UNIT
K-9 UNIT
AIR SUPPORT UNIT
MULTIPLE ENFORCEMENT UNIT
NARCOTICS UNIT
INLAND VALLEY SWAT TEAM
FONTANA RE-ENTRY SUPPORT TEAM (FRST)
RAPID RESPONSE TEAM (RPT)
FONTANA ANIMAL SERVICE TEAM (FAST)
BIKE PATROL

POLICE DEPARTMENT
**K-9 UNIT**
The K-9 Unit supports other departmental units such as patrol and narcotics. The primary function of the K-9 Unit is the use of the canine's superior sense of smell to locate people and/or contraband. There are currently (5) five K-9/handler teams trained in handler protection as well as searching for suspects, narcotics, explosives, firearms or any combination thereof.

**BIKE UNIT**
The bicycle unit was dissolved in 2011 due to budgetary restraints and was reinstituted in 2014. Since January 2015, the unit has issued over 941 citations.

**AIR SUPPORT UNIT**
Every year, the Air Support Unit responds to thousands of calls for service and has been first on the scene more than 90% of the time. The Air Support Unit's quick response times to these calls has resulted in the recovery of illegal drugs, stolen property, stolen cars and the arrest of thousands of suspects over the years.
CORE VALUES: T.E.A.M
TRADITION, EXCELLENCE, ACCOUNTABILITY AND MINDFUL

The Fontana Police Department is committed to protecting the community by providing quality Service with Integrity. As an organization, we will continue to build diverse community-based partnerships. These partnerships will be guided by innovation and perseverance to ensure Fontana’s future as a well-developed, dignified and respected community in the Inland Empire.

THE POWER OF SOCIAL MEDIA
The Fontana Police Department’s social media presence provides the community with valuable information such as crime alerts, safety tips and department events. In 2015, the Facebook page surpassed 11,000 likes and continues to grow into a trusted source of information and community engagement.

POLICE DEPARTMENT
COMMUNITY CRIME PREVENTION

FONTANA RE-ENTRY SUPPORT TEAM (FRST)
FRST offers a comprehensive community approach to stop the cycle of arrest, incarceration, release and re-arrest by putting individuals on active probation/parole on a path to success.

FONTANA LEADERSHIP INTERVENTION PROGRAM (FLIP)
The Fontana Leadership Intervention Program (FLIP) provides an education-rich environment dedicated to building the next generation of community leaders.

VOLUNTEERS
The Fontana Police Department currently has 30 active volunteers. Police volunteers provide a variety of services including patrols, traffic control, assisting office clerks and conducting neighborhood watch presentations.

FONTANA POLICE EXPLORERS - UNITY, PRIDE & INTEGRITY
Fontana Police Department Explorer Post 531 program offers young men and women ages 14-21, the opportunity to learn about law enforcement and community service.
DUTY, HONOR, COMMUNITY

The Fontana Fire Protection District, with emergency and administrative services proudly provided through contract by the San Bernardino County Fire Department, is driven to provide premier fire services in Southern California.

FIRE PROTECTION DISTRICT
EMERGENCY RESPONSE SERVICES
FIRE INVESTIGATIONS
PERMITS & INSPECTIONS
PUBLIC EDUCATION

FIRE DEPARTMENT
COMMUNITY INVOLVEMENT

ANNUAL FIRE SAFETY INSPECTION PROGRAM
This program insures all businesses within the City of Fontana receive a Fire Safety Inspection annually.

FONTANA FIRE EXPLORER PROGRAM
This program provides young men and women ages 14-21 within the City of Fontana an opportunity to learn, train and pursue a career in the Fire Service.

FIRE STATION 73
The new fire station was relocated to reduce response times to the residents of communities located in the west end. Fire Station 73 provides services for the City of Fontana and unincorporated areas of San Bernardino County including California Speedway. The fire station will house a Paramedic Fire Engine and is one of only two on-duty Hazardous Material Response Teams in the County. Grand opening Winter 2016.
2016
Open for Business
AND BEYOND

MIXED-USE ENTERTAINMENT DEVELOPMENT

AUTO MALL EXPANSION

VENTANA AT DUNCAN CANYON COMMERCIAL DEVELOPMENT

WALMART SOUTH & NORTH FONTANA DEVELOPMENTS

FORMER ROCK HONDA REDEVELOPMENT PROJECT

FIRE STATION 73