

CITY OF  
LA PALMA



ANNUAL REPORT  
2010-11

# *Introduction to the Annual Report*

The City of La Palma is pleased to present the following Annual Report for the 2010-11 Fiscal Year. It was another economically challenging year for the community, but the City Council and staff maintained their focus on meeting the needs of residents and local businesses. La Palma was founded on conservative financial principles and the City remains committed to those values so that future residents will inherit the same fiscally strong organization that exists today. This ensures that we will forever be **The City of Vision.**

In order to lower the burden on ratepayers, the City Council again kept the Utility Users Tax rate at 4% and set user fees at or below 2007 levels. This came with a cost to the City. At the beginning of the Fiscal Year, the City Council adopted a budget that anticipated the use of \$239,500 in Reserves. By strategically reducing expenditures citywide and leaving two full-time positions open over the second half of the year, the actual draw from Reserves was less than \$136,000. We are especially proud to report that expenditures were reduced without impacting front line services to the community.

During the 2010-11 Fiscal Year, the City of La Palma was ranked for the second time by *Money Magazine* as one of America's "Best Places to Live." This time, La Palma was ranked No. 64 on a nationwide list that started with over 3,500 places with a population between 8,500 and 50,000. La Palma was the only Orange County city listed in the Top 100 and the second highest rated community in California.

The following pages briefly memorialize the new programs and significant accomplishments in the City of La Palma during the past Fiscal Year. While this is not an exhaustive list, it highlights the most important things that the City has done to improve the quality of life for all La Palmans.

The City of La Palma is committed to a participatory local government. We welcome your questions, comments, and suggestions. Please contact us at (714) 690-3300 or email [administration@cityoflapalma.org](mailto:administration@cityoflapalma.org).

## **Our Vision**

*La Palma is, indeed, a special place.*

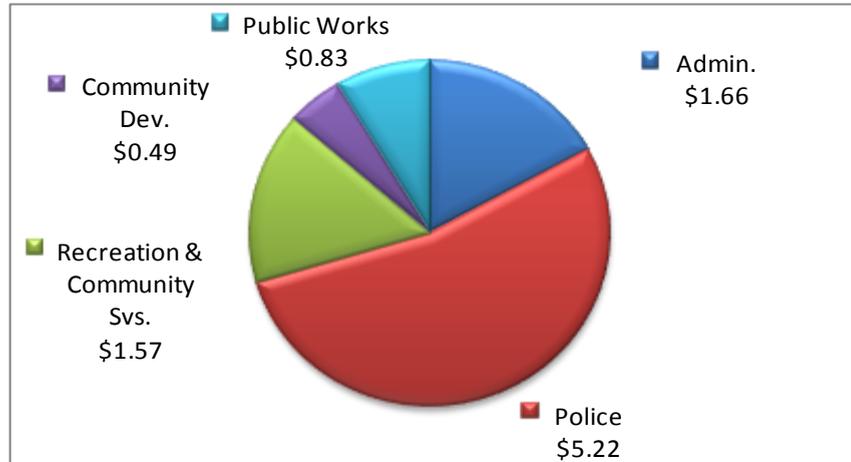
*Our past shaped it; our present maintains it; our future enhances it.*

# Financial Highlights

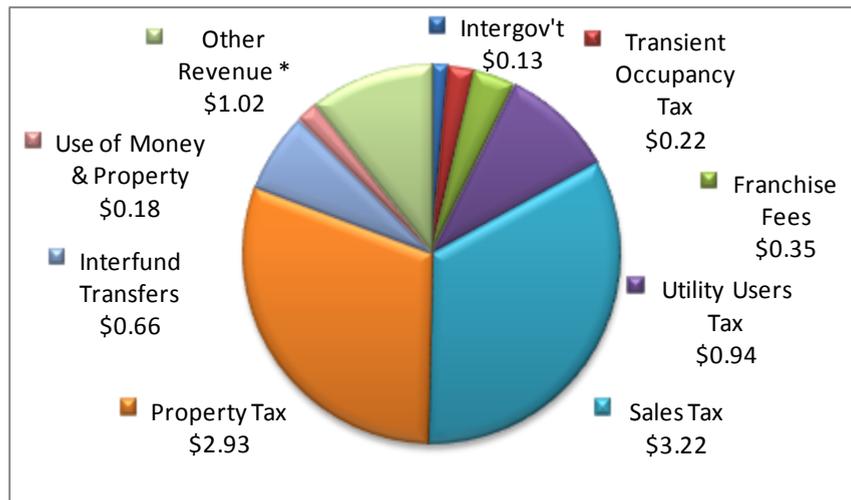
- Net Assets of the City  
\$66.1 million
- Total Discretionary Reserves  
\$14.2 million
- Total Capital Project Spending  
\$2.1 million
- Assessed Value of Taxable Property in the City  
\$1.7 billion
- Average Years of Service (Full-time Employees)  
8.9
- Received Excellence in Financial Reporting Award  
11th consecutive year

**Total Revenues: \$9,643,031**  
**Total Expenditures: (\$9,778,120)**  
**Net Use of Reserves: (\$135,089)**

**FY 2010-11 Spending by Department**  
(in millions)



**FY 2010-11 Revenues**  
(in millions)



\* Other Revenue includes Fines, Licenses, Permits, and Charges for Services

# Administration

The Administration Department is comprised of four divisions:

- City Council
- City Clerk
- City Manager
- Finance

During the 2010-11 Fiscal Year, we:

- Created a Transparency page on the City's website to assure residents that their local government fully supports an open government. The Transparency page has links to most financial documents that residents might be looking for.
- Conducted a General Municipal Election on November 2, 2010, in consolidation with the Statewide General Election for two seats on the City Council. Also on the ballot was an Initiative that authorized the La Palma City Council annually to reduce the City's Utility Users Tax to a lower rate than was previously allowed. This Initiative was overwhelmingly approved by voters.
- Added a Curbside Universal, Electronic, Pharmaceutical, and Sharps Waste Collection Program. The new disposal/recycling program provides La Palma residents with the opportunity to easily and properly dispose of hazardous waste items that might otherwise find their way into the waste stream and into the ground water.
- Added a student scholarship for La Palma residents currently enrolled in a local community college.
- Launched a Neighborhood Grant Program that provides La Palma residents with grants of up to \$300 for a variety of community engagement projects, beautification programs, neighborhood participation activities, or other projects that bring people together and help build community.

## Our Vision

*To set the standard for providing quality human resources, financial management, recordkeeping, technology, and contract administration services in a collaborative, innovative, and fully transparent environment.*

## Administration Facts & Figures

- Neighborhood Grants Issued 4
- Proclamations Awarded 59
- Public Records Requests Administered 53
- Resolutions/Ordinances Adopted 107
- Business Licenses Processed 750
- Special Permits Processed 19
- Citizen Committee Appointments 6
- Recruitments Conducted 13
- Employment Applications Reviewed 581
- Accounts Payable Invoices Processed 7,141
- Checks to Outside Vendors Prepared 3,353
- Payments to the City Processed 5,147
- Payroll Checks Processed 3,166



# Community Development

The Community Development Department is comprised of six divisions:

- Building and Safety
- Economic Development
- Planning
- Code Enforcement
- Redevelopment
- Affordable Housing

During the 2010-11 Fiscal Year, we:

- Approved the acquisition of property to construct the second phase of the Denni Street Specific Plan, a 12 townhome complex featuring 6 market rate units, 3 moderate-income units, and 3 low-income units.
- Completed a new Zoning designation for six key intersection sites to encourage quality development and optimize the City's tax base.
- Adopted the 2010 California Building and Fire Codes, including the new Green Building Standards and Residential Building Code Standards.
- Processed Conditional Use Permits for the University of Phoenix and Beacon Day School in the Centerpointe project.
- Developed and Adopted an Outdoor Display and Incidental Seating Ordinance to assist local merchants with promoting their businesses and creating attractive retail space.
- Adopted amendments to the block wall standards to permit privacy extensions including use of lattice.
- Worked with Property Owner and Commercial Broker to fill vacancy of the former Drug Emporium space with a new 25,000 square foot Asian grocer, Super I Mart (expected to be open Spring 2012).

## **Our Vision**

*To ensure that La Palma remains a livable, competitive, and sustainable community through effective land use planning, supportive construction management, proactive code enforcement, and innovative economic development activities.*

## Community Development Facts & Figures

- Planning Entitlements Approved 24
- Code Enforcement Inspections Conducted 480
- Code Enforcement Cases Administered 204
- Building Permits Issued 434
- Estimated Valuation of Building Permits \$3,870,309
- Building Plan Checks & Inspections 1,401



# Police Services

The Police Department is comprised of seven divisions:

- Administration
- Operations/Maintenance
- Patrol
- Administrative Support Bureau
- Services
- Investigations
- Records and Communication

During the 2010-11 Fiscal Year, we:

- Kept our response time for Priority I (most urgent) calls for service remained at a County low of 2:35. This remarkable efficiency ensures that our police department arrives on scene, when time is of the essence.
- Have seen a slight increase of 2.5% of our overall Part I Crimes but we are happy to report a 67% percent reduction in Violent Crimes.
- Received a federal grant to purchase a fully equipped Community Emergency Response Team (CERT) trailer to be utilized as a support/command center vehicle for La Palma CERT members responding to a disaster or significant incident.
- Facilitated the development of a Continuity of Operations Plan (COOP) for all the City Departments as recommended by FEMA. This plan allows the City employees to continue to serve the public with necessary governmental services in the event our current facilities/ systems are rendered unusable due to a natural or manmade disaster.
- Developed the Blue Ribbon Campaign that promotes pedestrian and vehicular safety for walking/driving on and around school campuses.

## Our Vision

*To make La Palma the safest city in America, we foster an organizational philosophy of being active and committed, problem solving crime fighters.*

## Police Services Facts & Figures

• Calls for Service	22,056
• Police Reports Taken	2,173
• Total Crimes Reported	1,894
• Total Arrests	1,201
• Citations Issued	4,935
• Stop Sign Violations Issued	72
• Speed Violations Issued	402
• Project Safe Streets Hours	760
• Total Vehicle Stops	6,345
• Total Pedestrian Checks	677
• Vacation Home Checks	208
• Volunteer Service Hours	2,509



# Public Works

The Public Works Department is comprised of four divisions:

- Administration
- Engineering
- Maintenance
- Water

During the 2010-11 Fiscal Year, we:

- Completed the Utility Undergrounding District for Walker Street between Marview Drive and Houston Avenue.
- Installed a Traffic Signal at Crescent Avenue/Watson Street.
- Completed paving on the north half of Walker Street (La Palma Avenue to north City limits).
- Completed paving on the central portion of Moody Street (La Palma Avenue to Houston Avenue).
- Rehabilitated the streets east of Walker Street as part of the annual Residential Pavement Management Program.
- Implemented revised traffic flow patterns at Walker Junior High School and Kennedy High School.
- Rehabilitated the sewer lining on Houston Avenue. This method consists of lining the inside of a deteriorated sewer pipe without excavation.
- Installed all the street name signs citywide to replace the aged and deteriorated street name signs and meet modern standards.

## Our Vision

*We are dedicated to providing effective and efficient public works services and maintaining the City's infrastructure to ensure the safety, health, and well being of our diverse community.*

## Public Works Facts & Figures

- Moody and Walker Street Pavement Rehabilitation *10,600 tons of asphalt*
- Curbs, Gutters, and Sidewalks Rehabilitated *63 Locations*
- ADA Ramps Installed *58*
- Residential Streets Overlaid *44*
- Trees Maintained and Trimmed *970*
- Storm Drains Cleaned of Debris *223 cubic feet of debris removed*
- Graffiti Removed *924 square feet*
- Street Name Signs Replaced *641*
- Residential Work Order Requests Fulfilled *326*
- Walker Utility Undergrounding District *1,250 lineal feet*



# Water Services

The Water Division operates as part of the Public Works Department.

During the 2010-11 Fiscal Year, we:

- Completed the Urban Water Management Plan. The purpose of the Urban Water Management Plan is to summarize historic, current, and projected potable water use for the City; identify conservation measures already adopted and practiced; to evaluate the ability of the current water supply to meet future demands; to evaluate potential alternative available supplies; to evaluate the effectiveness of specific alternative conservation measures; and to provide a schedule for implementation of proposed actions.
- Replaced the City Yard Booster Murphy Control Panel. The Murphy Control Panel monitors the pressure of the water system and activates the emergency pump to deliver additional water to meet the demand.
- Installed new Data Recorders at City Yard and Walker Well Booster Stations. The data recorders deliver system information regarding pressures and flows to maintain proper water flow based on system demand.
- Conducted major rehabilitation of the Walker Well pump (new motor, pump rebuild, cleaning of pump column casing, and spinner log of column).
- Completed the inspection and rehabilitation of the Walker Well.
- Experienced a reduction of approximately 10% in water usage from the previous year due to continuous water conservation education and implementation of tiered rate structures..

## Our Vision

*To serve La Palma's water needs in an effective and responsible manner by providing a high quality, safe, and reliable water supply.*

## Water Services Facts & Figures

- Gallons of Water Distributed *697,599,460*
- Gallons of Water Treated *413,387,790*
- Water Accounts Serviced *4,367*
- Water Meter Readings Performed *26,200*
- Fire Hydrants Serviced *83*
- Leak Investigations Performed *36*
- Water Meters Replaced/Installed *33*
- Distribution Water Samples Analyzed *448*



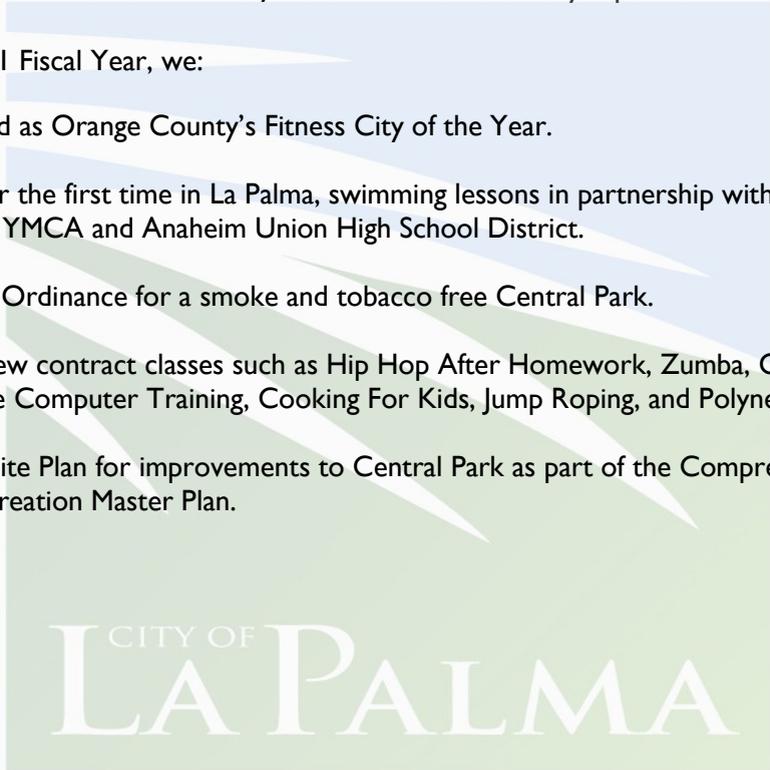
# Recreation & Community Services

The Recreation & Community Services Department is comprised of four divisions:

- Youth & Family Services
- Neighborhood & Community Services
- Health & Wellness
- Facility Operations & Resources

During the 2010-11 Fiscal Year, we:

- Were named as Orange County's Fitness City of the Year.
- Provided, for the first time in La Palma, swimming lessons in partnership with the Anaheim Family YMCA and Anaheim Union High School District.
- Adopted an Ordinance for a smoke and tobacco free Central Park.
- Added 38 new contract classes such as Hip Hop After Homework, Zumba, Older Adult Intermediate Computer Training, Cooking For Kids, Jump Roping, and Polynesian Dance.
- Adopted a Site Plan for improvements to Central Park as part of the Comprehensive Parks & Recreation Master Plan.



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## Our Vision

*We make a positive difference in our community by encouraging citizen involvement, fostering human development, and strengthening community through people, parks, and programs.*

## Recreation & Community Services Facts & Figures

- Rockin' Through Summer Concert Series *7 Bands/ 6,750 Attendees*
- Youth Program Participants *7,376*
- Special Events Conducted *18*
- Special Event Attendance *22,990*
- 26th Annual La Palma Days Attendance *10,000*
- Facilities Rented *1,722 Hours/ 26,274 people*
- Contract Classes Offered *527*
- Contract Class Participants *3,025*
- Volunteer Service Hours *6,921*
- Meals On Wheels and USDA Distributions *539*
- Youth Day Camp Participants *817*





CITY OF LA PALMA  
7822 WALKER STREET  
LA PALMA, CA 90623

### **CITY COUNCIL**

Ralph D. Rodriguez, Mayor  
G. Henry Charoen, Mayor Pro Tem  
Steve Hwangbo, Council Member  
Steve A. Shanahan, Council Member  
Mark I. Waldman, Council Member

### **CITY MANAGER**

Dominic Lazzaretto

(714) 690-3300  
[www.cityoflapalma.org](http://www.cityoflapalma.org)

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