



# CITY OF LA PALMA

# NEWS RELEASE

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For Immediate Release  
January 24, 2013

## La Palma Adopts Goals for 2013

*LA PALMA, Calif.* – The La Palma City Council recently conducted its annual goal setting process and approved five priority goals for the year. The priority goals are to: create proactive economic strategies; increase communications and engagement; maintain quality of life; maintain high public safety levels; and, adopt a balanced City budget.

Some specifics under these goals include: attract and retain businesses to increase revenues and employment opportunities; keep an open dialogue with employees and keep them informed; stronger and more effective code enforcement; maintain critical frontline services; and, reduce general fund expenditures.

Mayor Steve Hwangbo said, “Over the next year, the City Council will have to make difficult decisions and these goals help ensure those decisions are guided by community priorities and sustain our vision for La Palma.”

A complete listing of the goals can be found on the City’s website at [www.cityoflapalma.org/goals](http://www.cityoflapalma.org/goals). The goals are utilized by the organization in setting priorities and judging its success. Goals are reported quarterly and these reports will also be available on the website as the year progresses.

### ***About the City of La Palma***

Ranked by Money Magazine in both 2007 and 2011 as one of America’s Best Places to Live, the City of La Palma is a 1.9 square mile general law city in northwest Orange County, consisting of 15,568 residents and 482 commercial and industrial businesses. The City was incorporated in 1955 under the name of Dairyland and has 61 full-time and 35 part-time employees.

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