



# CITY OF LA PALMA

# NEWS RELEASE

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## La Palma Adopts Goals for 2011

*LA PALMA, Calif.* – Recently, the La Palma City Council conducted its annual goal setting session. After a full day of discussions, the City Council adopted four priority goals for the year. The priority goals are to: present a budget that is balanced without the use of reserves for ongoing operations; develop/improve underutilized retail properties and continue business retention efforts; enhance public outreach efforts; and continue coordination with schools to maximize resources.

Each of these priority goals includes a series of specific action items that City departments have begun to pursue and will follow throughout the year. Some of the key action items include: prioritize services across all departments to identify potential service cuts that may be needed to balance the budget; work with various companies to ensure that they remain in the community; establish a simple social networking portal (Twitter, Facebook) for the City; and meet with each school to discuss traffic safety/circulation concerns.

A complete listing of the goals and the related action items can be found on the City's website at [www.cityoflapalma.org/goals](http://www.cityoflapalma.org/goals).

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

The City of La Palma is a 1.9 square mile general law city in northwest Orange County, consisting of 16,081 residents and 482 commercial and industrial businesses. The City was incorporated in 1955 under the name of Dairyland and has 65 full-time and 35 part-time employees.

### ***Contact Information***

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