

A photograph of a young child running on a sandy beach towards the ocean at sunset. The sun is low on the horizon, creating a bright, golden glow over the water and sand. The child is in silhouette, running from the foreground towards the waves. The overall mood is peaceful and nostalgic.

CITY OF **SANTA MONICA**

FISCAL YEAR 2010-2011 YEAR END REPORT

CITY OF SANTA MONICA

PROGRESS AT A GLANCE FISCAL YEAR 2010-2011



PAGE **15**

MAINTAINED THE 25% REDUCTION IN HOMELESSNESS ACHIEVED SINCE 2007



CUT A HALF MINUTE FROM OUR EMERGENCY RESPONSE TIME

SERVED RECORD NUMBERS AT OUR LIBRARIES

PAGE

16



PAGE

13

REDUCED THE NEED TO IMPORT WATER BY 40% WHEN WE CELEBRATED THE GRAND OPENING OF THE SANTA MONICA WATER TREATMENT PLANT



PAGE **15**

STARTED ADDING 1,000 NEW TREES TO OUR URBAN FOREST



PAGE

6

ASSISTED IN THE COMPLETION OF SANTA MONICA PLACE

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THE STATE OF THE CITY FROM THE CITY MANAGER



Fiscal year 2010-11 was a busy and productive year in Santa Monica. Major civic enhancement and renewal projects were completed while others began. This was my first full year as Santa Monica's City Manager.

While cities across the land are struggling, Santa Monica, while not immune, has social, political, and economic strengths that well position us for the future. Those include:

Santa Monica's engaged citizens have provided a clear consensus that they desire social equity, environmental stewardship, and economic vitality.

Political stability on the City Council, a high level of voter turnout, plenty of candidate interest, and a watchful press mean that long-range policy goals are achieved amidst strong representative democracy.

Leaders of the City, School District, Community College, hospitals, Chamber of Commerce, business organizations, nonprofits, and neighborhood associations are keen and frequent partners.

Santa Monica boasts physical beauty, careful design and stewardship of public spaces, community-driven conservation policies, enviable levels of safety, quality of life, infrastructure, and a vital local economy.

Dedicated and professional employees put forth bold and innovative programs and projects coupled with sound fiscal management and conservative financial policies.

In response to the challenges of high levels of unemployment, reduced revenue, and rising health and pension costs, the City charted a course of fiscal restraint—"flat is the new up"—and looked to cost efficiencies and reductions, improved cost recovery, and raising taxes with the approval of the Santa Monica voters.

On November 2, 2010, Santa Monica voters overwhelmingly approved two historic measures. One enacted a one-half cent transaction and use tax. The other advised that the tax should be equally divided between the City and the School District. The largest coalition of groups and individuals in Santa Monica's history pushed these measures, the first of their kind in California and perhaps the nation, to help stabilize school finances and prevent cuts in City services.

In June 2011, the City Council adopted the first year of a balanced two-year (FY2011-13) budget, which maintains core City services, enhances emergency preparedness, addresses emerging community needs, and reinvests in critical infrastructure. Changes were made to streamline the budgeting process and improve readability. The budget and a focus on the goals, objectives, and service benchmarks that are of greatest interest to the community are critical to the City's overall management system.

This year, Santa Monica drew new praise and many visitors. *National Geographic* named Santa Monica one of the Top 10 Beach Cities in the world. For the first time, the beach at the Santa Monica Pier, which was historically on the "Beach Bummers" list, earned an "A" grade from Heal the Bay for water quality. The dramatic improvement was the result of a storm drain runoff diversion program as well as the installation of bird exclusion nets under parts of the Pier. GLOW 2010, a nocturnal art festival, was attended by 150,000 people. The 2011 LA Marathon and college bowl pep rallies were some of the other large events that took place in the city this year.

Finally, the City worked to improve its friendliness to the business community and enhance municipal transparency in the wake of scandals in neighboring cities.

I am indebted to the City Council for its leadership and to staff for their professionalism, commitment and effort which have made our progress possible.

Thank you.

A handwritten signature in black ink, appearing to read "Rod Gould". The signature is fluid and cursive, written on a white background.

Rod Gould, City Manager

SANTA MONICA CITY COUNCIL



NOVEMBER 2010 ELECTION

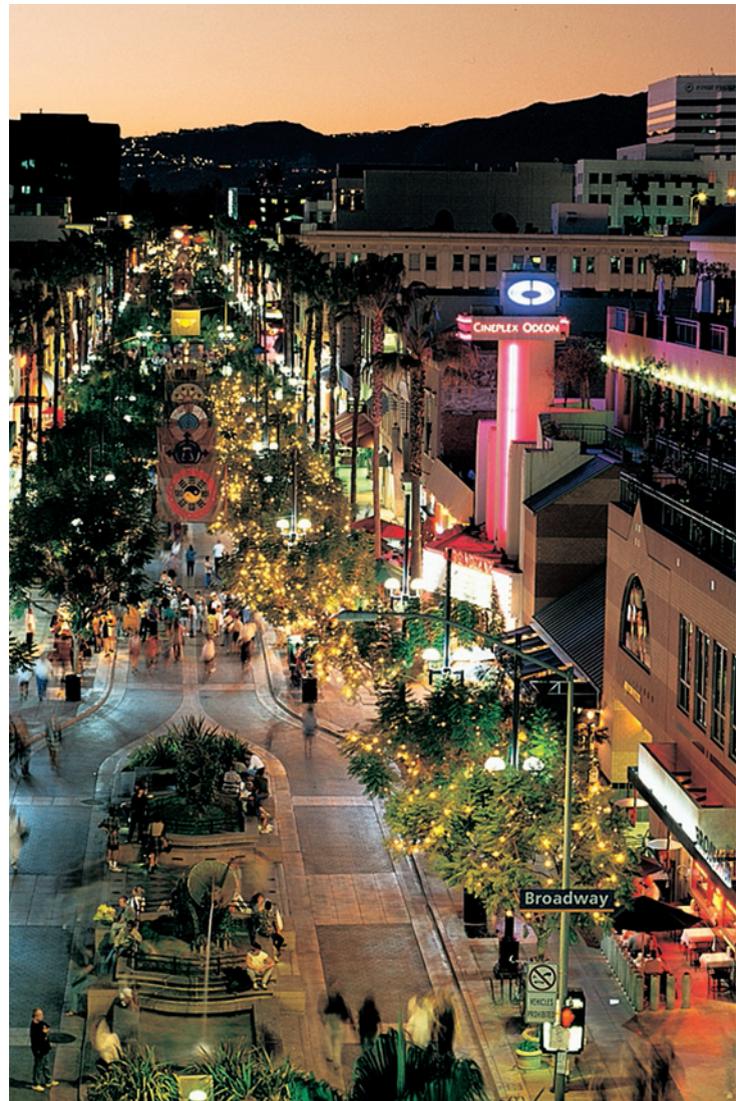
On November 2, 2010, five sitting Council members and eleven residents competed for five available Council seats. Nearly two-thirds of Santa Monica's 59,120 registered voters participated in the election. Councilmembers Pam O'Connor, Kevin McKeown, and Bob Holbrook were re-elected to four-year terms. Councilmember Gleam Davis, who was selected by the City Council in February 2009 to fill the seat left vacant by the passing of Councilmember Herb Katz, was elected to a two-year term. Councilmember Terry O'Day, who was appointed in February 2010 to serve when Mayor Ken Genser passed away, also won a two-year term.

The year began with Bobby Shriver serving as Mayor and Pam O'Connor as Mayor Pro Tem. In December, Richard Bloom became Mayor and Gleam Davis assumed the role of Mayor Pro Tem.

CLOCKWISE: (Standing from Left)
Councilmember Bob Holbrook,
Councilmember Bobby Shriver,
Councilmember Terry O'Day,
Councilmember Kevin McKeown.
(Seated from Left)
Mayor Pro Tem Gleam Davis,
Mayor Richard Bloom,
Councilmember Pam O'Connor.

City Hall was built in 1938-39 and is an example of Deco Moderne architecture.

The pedestrian-friendly Third Street Promenade is known for its shopping, dining, and engaging street performers.



BOARDS AND COMMISSIONS

ACCESSIBILITY APPEALS BOARD

Michael A. Hansel

AIRPORT COMMISSION

E. Richard Brown
Peter Donald
Jean Rene Gebman
David Goddard
Ofer Grossman
Stephen M. Mark

ARCHITECTURAL REVIEW BOARD

William Adams
John R. Ellis
Michael W. Folonis
Margaret Griffin
Edouard Mimieux
Maegan Pearson
Lynn Robb
Amy Rothman

ARTS COMMISSION

Hara Beck
Maya Emsden
Asuka Hisa
Rebecca J. Holbrook
Edward H. Horowitz
Linda Jassim
Iao Katagiri
Rachel Lachowicz
Walter J. Meyer
George Minardos
Michael R. Myers
Romy A. Phillips
Donna Sternberg
Jan Williamson

BUILDING & SAFETY COMMISSION

Kristina Andresen
Michael Ishler
Charles Biase Muttillio
David Schaffer
James M. Wilson

CHILD CARE & EARLY EDUCATION TASK FORCE

Judy Abdo
Joan Anderson
Richard Cohen
Nora Daley
Linda Gordon
Betsy Hiteshev
Iao Katagiri
Patti Oblath
Edie Spain
Gregory Uba
Lisa Wilson
Irene Zivi

COMMISSION FOR THE SENIOR COMMUNITY

Jennie Braun
Barbara J. Browning
Paula Fern
Louisa E. Fish
Ursula Maria Fox
Monroe Friedman
Joel Greenberg
Rochelle LeBlanc
LaVerne Ross
Emeritus Member
Barry Seid
Nel Bullard Steele
Al Weintraub
Elizabeth Wilson

COMMISSION ON THE STATUS OF WOMEN

Emily Arms
Amy Bishop-Dunbar
Darlene Evans
Emeritus Member
Hannah J. Galloway
Sylvia Ghazarian
Anne Goeke
Ana Maria Jara
Trish Moon
Autumn Peebles
Tia Skulski
Sarah M. Stegemoeller

CONVENTION & VISITORS BUREAU

Tehmina Adaya
Nancy Desser
William Doak
Dale Franzen
West Hooker
Jeffrey Jarow
Jeff King
Fabian A. Lewkowicz
Raphael Lunetta
Ellis O'Connor
Mary Ann Powell
Rod Gould

DISABILITIES COMMISSION

Christofer Arroyo
Glenda Berg
Amy Boersma
Elizabeth Bogen
Marti McCarty
Sheila A. Finley
David G. Geffen
Thomas J. Hill
Richard Hilton
Christopher Knauf
Sakina S. McNeal
Audrey Parker
Thomas M. Peters
Kecia Brooke Weller

DOWNTOWN SANTA MONICA INC.

Barbara Bryan
Bruria Finkel
Todd Flora
Allan Golad
Patricia Hoffman
Chris J. Mobley
Elaine Polachek
Rob Rader
Barbara Tenzer
William Tucker
Johannes Van Tilburg
Kelley Wallace
John Warfel

HOUSING COMMISSION

Amy N. Anderson
Chloe Edwards Bird
Richard Gerwitz
Betty S. Mueller
Lewis Steele
Allan Tainsky
Anthony D. Yannatta

LANDMARKS COMMISSION

Margaret Bach
John C. Berley
Nina Fresco
Roger Genser
Barbara Kaplan
Ruthann Lehrer
Ruth Shari

L.A. COUNTY WEST VECTOR CONTROL DISTRICT

Nancy Greenstein

LIBRARY BOARD

Kenneth B. Blackwell
Kenneth Breisch
Edward Edwards
Gene Oppenheim
Daniel Stern

MEASURE V OVERSIGHT COMMITTEE

Susan Bracey
Tom Ford
Mark Gold
Erin K.F. King
Vanessa Meier
Mark Peacor
Alfred D. Schonbach

METROPOLITAN WATER DISTRICT

Judy Abdo
Mark Gold
Alternate

PERSONNEL BOARD

Joy O. Abbott
Eve M. Brosnahan
Donald S. Burris
Bud Pell
Robert J. Sullivan
Marcia Zimmer

PIER RESTORATION CORPORATION

Cindy Bendat
Toby Berlin
Joel Brand
Ellen Brennan
Michael Dubin
Eric C. Faber
Allan G. Lipsky
Lori Nafshun
David Newberg
Anne E. Pearson
Kent Smith
Barry Snell

PLANNING COMMISSION

Jay P. Johnson
Jennifer Kennedy
Hendrik Koning
Gerda P. Newbold
Jason Parry
Gwynne Pugh
Jim Ries
Ted Winterer

RECREATION & PARKS COMMISSION

Phil Brock
Neil Carrey
Susan Cloke
Emeritus Member
Deborah A. Cohen
Kristina L. Deutsch
Dryden Helgoe
Jenna Linnekens
Richard McKinnon
John Petz
Nancy G. Power
Frank Schwengel
Emeritus Member

RENT CONTROL BOARD

Christopher Braun
Todd Flora
Jennifer Kennedy
Marilyn Korade-Wilson
Robert J. Kronovet
Zelia Mollica
William L. Winslow

SOCIAL SERVICES COMMISSION

Leigh Alan Brumberg
Brian Buchner
Marcia Ann Fierro
Nancy E. Geshke
Albin R. Gielicz
Cindy E. McQuade
Gail Myers
Jeff Silberman
Christopher J. Taylor

TASK FORCE ON THE ENVIRONMENT

Mark Gold
David Hertz
Rob Lempert
Susan Mearns
Erik Neandross
Matt Petersen
Bill Selby

URBAN FOREST TASK FORCE

Judy Abdo
Tom Cleys
Peter Jensen
Susan McCarthy
Grace Phillips
Linda Piera-Avila
Doris Sosin

PLANNING AND COMMUNITY DEVELOPMENT

Community planning efforts along with oversight of land use and transportation issues furthered a common vision for the future of Santa Monica. In July 2010 the framework Land Use and Circulation Element (LUCE) of the City's General Plan was unanimously approved. The plan incorporates the community's values of conservation, environmental responsibility, and social equity. It proposes reductions in vehicle trips, promotes bicycling, walking and carpooling, and places new projects near transit hubs. Neighborhoods are envisioned with local services, amenities, gathering places, and open spaces. Soon after the LUCE was adopted, specific planning efforts began for the Bergamot Transit Village and Mixed-Use Creative District and for a three-acre opportunity site at 4th/5th and Arizona Avenue. Many hours were spent preparing for the forthcoming EXPO Light Rail line, which will run on a dedicated rail right-of-way from the eastern border of the city to 17th Street, then proceed down Colorado Avenue, with stations at Bergamot, Memorial Park/Mid-City and Downtown.

The third phase of a citywide traffic signal synchronization and bicycle detection project got underway on Santa Monica Boulevard, bringing the total number of synchronized signals to 50. Using fiber optics and wireless technology, staff in a newly-built state-of-the-art Traffic Management Center will soon be able to respond to and manage real-time traffic flow demands. Staff began to study pedestrian safety issues in Downtown and worked with the Police Department and local schools to enhance safety at crosswalks.

A new marking known as a "sharrow," short for "shared lane arrow," debuted as a way to remind cyclists and drivers alike that the road is a shared space. A new bicycle lane on Arizona Avenue west of Lincoln Boulevard was added, providing a continuous lane from 26th Street to Ocean Avenue. A bike valet program provided free and convenient bicycle parking for over 25,000 bicycles at community and cultural events, including the Twilight Dance Series, Sunday Farmers' Market, Friday nights on Main Street, and GLOW 2010.

Council heard the first of annual reports regarding compliance with development agreements. Existing development agreements were amended and new projects were considered. New noticing guidelines were established for development projects. Regular monitoring, investigation, and enforcement continued for Building and Zoning Code compliance.

CLOCKWISE: Hundreds of residents use the bike valet along the beach. Rendering of a possible future site within the Bergamot Transit Village. Shared lane arrow or "sharrow" along many city streets.



5,212

PERMITS ISSUED FOR
BUILDING, ELECTRICAL,
PLUMBING, AND
OTHER WORK

23,000

INSPECTIONS

1 WEEK

REDUCTION IN
PLAN CHECK
TURNAROUND TIME

2 NEW

CITY LANDMARKS
APPROVED



CLOCKWISE: Visitors cross between the Third Street Promenade and Santa Monica Place. Building & Safety and Macerich staff worked closely on the renovation of Santa Monica Place.

HOUSING AND ECONOMIC DEVELOPMENT

The Housing and Economic Development Department advanced the City's commitment to affordable housing opportunities and a sustainable local economy. The City worked with non-profit developers to produce 261 new affordable housing residences. Additionally, approximately 1,400 households received housing vouchers worth over \$17 million. Twenty sustainable manufactured homes were purchased to replace older City-owned recreational vehicles and mobile homes as part the Mountain View Mobile Home Park's infrastructure and improvement project.

Strengthening the local economy at several levels, the City facilitated the development of a major biotechnology headquarters on one of its properties and the reopening of Santa Monica Place and Parking Structures 7 and 8 after major renovations. A removable barrier system added protection to the Downtown Farmers' Markets and the four weekly Farmers' Markets remained strong. Partnerships with the local business community supported the Main Street Summer Soulstice and Pico Festivals. A new Buy Local event on the Promenade reminded people that Santa Monica is the place to be, shop, and stay. The Santa Monica Alliance, a partnership between the City and the Chamber of Commerce, worked to attract, retain, and grow local businesses.

The City Council and Redevelopment Agency obtained financing to further the implementation of priority capital projects. They included Palisades Garden Walk and Town Square/Freeway Capping, the Pico Neighborhood Library, the Civic Auditorium renovation, the Colorado Esplanade, and the Civic Center Joint Use Project. In addition, the Agency supported elements of the Downtown, Memorial Park, and Bergamot light rail stations, Pier improvements, affordable housing, and the design for a new Fire Station 1. The acquisition of property at 4th and Arizona Avenue completed the assembly of a three-acre site in the Downtown center, and planning for the site has already included two community workshops.



261

NEW HOUSING UNITS DEVELOPED

100%

OF RENTAL ASSISTANCE VOUCHER FUNDING UTILIZED

350

BUSINESSES THAT JOINED BUY LOCAL PROGRAM

FROM TOP:

A new sustainable manufactured home and its residents. | A selection of the fresh produce available at the Santa Monica Farmers' Market.

INFORMATION SYSTEMS

The Information Systems Department expanded its core technology solutions to businesses, residents, and visitors on Santa Monica's Tech Coast. Santa Monica City Net, the City's fiber optic network which previously leased dark fiber to businesses, started offering 10 Gb/s broadband, which helped attract new tech and media companies. Eight new businesses leased dark fiber. Eleven new "lit fiber" connections were made between local businesses and ISP providers.

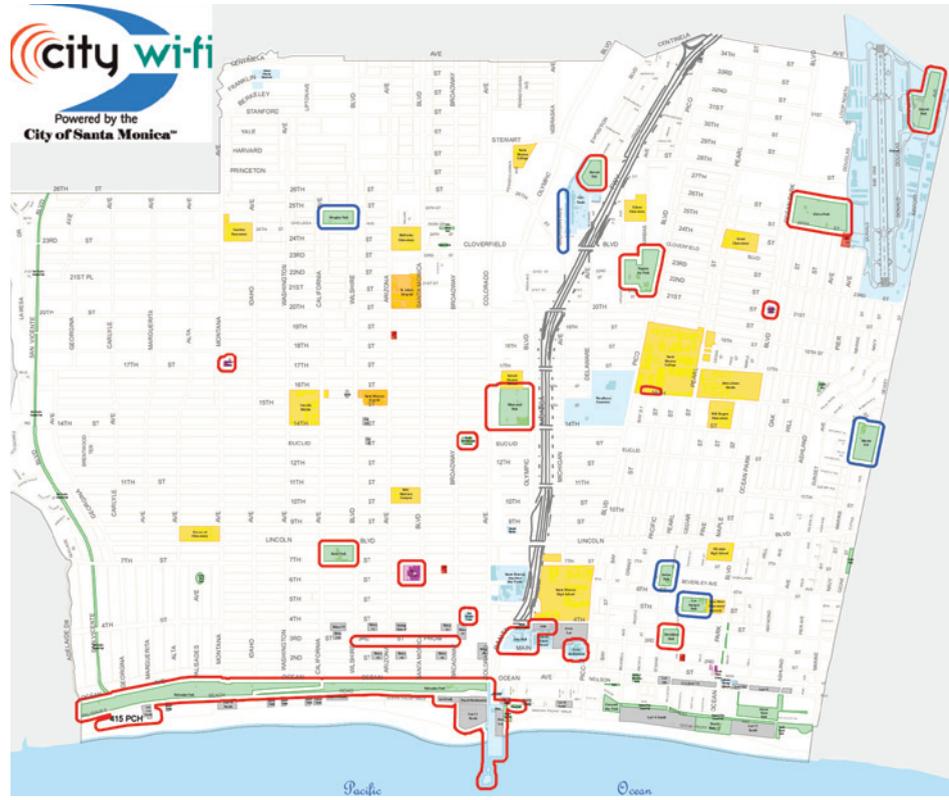
New parking and traffic initiatives, including networked traffic signals, real-time parking signs, pay-on-foot stations, and traffic monitoring cameras helped improve parking and traffic circulation. A Santa Monica Government Outreach (GO) app allowed Android

and iPhone users to quickly report and upload photos of potholes, graffiti, or other concerns. The Mobile Parking app transmitted real-time parking availability in Downtown parking structures and beach lots. The number of free wireless hot spots grew to 27.

Delivery of government information and services was improved through social media tools including Facebook, Twitter, Yelp, Flickr, and YouTube accounts as well as blogs, alerts, podcasts, RSS feeds, video on demand, mobile apps, web chat, online service requests, email notifications, and XML feeds for third-party service providers.

The department implemented innovations within the City's transit, parking, traffic, public safety, business, data, and communication systems to improve service.

Mobile computing is easy with plenty of indoor and outdoor hot spots.



THERE ARE
27 FREE WI-FI HOTSPOTS

SPONSORED BY THE CITY

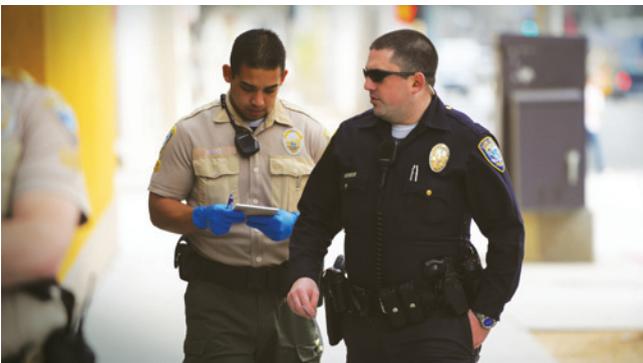


SCAN THIS QR CODE WITH YOUR SMART PHONE TO
DOWNLOAD A PDF OF THE HOT SPOT LOCATIONS



THE NUMBER OF SERIOUS CRIMES HAS DROPPED

6%



Santa Monica Police Department on the job in the community.

POLICE

The Police Department’s focus on reducing crime and improving quality of life paid off as Santa Monica continued to enjoy historically low crime rates. Part 1 crimes, or serious crimes against persons and property, dropped 6% from the previous year. To address spikes in property crimes, a Crime Impact Team was created and deployed based on daily analysis of crime trends and patterns. The department also began working with City and community partners on an action plan to address youth violence.

The Homeless Liaison Program (HLP) combined traditional law enforcement strategies with social service outreach by adding a Los Angeles County mental health professional to the HLP team. HLP team officers made

2,528 contacts with homeless individuals and conducted 2,215 periodic checks in response to calls for service. Officers and outreach workers helped 149 people living on Santa Monica’s streets return home to friends and family.

In early April 2011 the Criminal Investigations Division (CID) sent the last of 470 backlogged rape kits to the Los Angeles County Sheriff’s crime lab for processing to determine whether any critical DNA evidence could be collected. The department instituted a new standard operating procedure for the testing of sexual assault kits to ensure timely processing and analysis. In addition, a suspect in a murder case was identified and a suspect in a solicitation to commit murder case was prosecuted.



FIRE

As first responders, the Fire Department's primary mission is to prevent the loss of life, property, and environmental damage from fire, medical, and other natural or man-made disasters. This year, the department cut a half minute from total response time. This, combined with new life-saving technologies such as the ability to send EKG results to the hospital via Bluetooth, increased the number of successful outcomes on both fire and medical emergencies.

In order to engage residents in minimizing loss in the event of a disaster, the department offered Disaster Assistance Response Training (DART) classes, a pop-up emergency supplies fair in the Civic Center parking lot, and a pet-focused emergency preparedness event with free micro-chipping.

The Fire Department responded to 12,575 incidents, including 9,960 (79%) medical calls. Nearly 4,000 residential buildings and 2,568 commercial properties were inspected. After responding to two significant fires on the Santa Monica Pier, the department successfully recommended banning smoking on the historic wooden landmark. In March 2011 Chief Scott Ferguson marked his one-year anniversary and led development of a strategic plan.



The Santa Monica Fire Department's quick response to a fire, day or night, results in a better outcome.



12,575

CALLS FOR SERVICE

185

STRUCTURE FIRES

9,960

MEDICAL RESPONSES

OFFICE OF SUSTAINABILITY AND THE ENVIRONMENT

Santa Monica continued to be a leader in municipal sustainability. Adopted 17 years ago, the Sustainable City Plan is an ambitious set of goals to ensure long-term sustainability of the local economy, environment, and quality of life. Progress made towards these goals is regularly assessed and reported. The 2010 Report Card highlights improvements in almost every sustainability goal area and notes several successes including drops in water demand, increases in solar capacity, and an increase in average vehicle ridership.

New laws improved enforcement of the existing prohibition on motorized leaf blowers and banned single-use plastic bags. The “Bring Your Bag” and “Share A Bag” programs were launched, distributing more than 9,500 free reusable bags.

To promote sustainable practices at home, three demonstration gardens were installed at the Santa Monica Airport. Residents were granted rebates to support their native landscaping, remove grass and sprinklers, and harvest rainwater from roofs. Solar capacity increased with new solar photovoltaic installations at more than 25 residential and commercial properties.

CLOCKWISE: The new Airport Avenue Demonstration Gardens show how to practice sustainable landscaping at home. | Solar photo voltaic systems can provide energy for commercial and residential uses. | These reusable bags were made from scrap cloth from L.A.’s garment district and sewn locally by vets at the West Los Angeles Veterans Administration.

The office continued to reduce the use of toxic chemicals, help the City buy environmentally friendly goods and services, regulate hazardous materials and waste site cleanups, and manage urban runoff mitigations and the safe recycling of hazardous waste. In addition, the office promoted green building, water and energy efficiency, and enforced a ban on non-recyclable food service containers.



123,000,000 GALLONS SAVED

REPRESENTING A 3% REDUCTION
OF WATER USE CITYWIDE



9,500

FREE
REUSABLE BAGS
DISTRIBUTED





CLOCKWISE: Santa Monica's water is treated, filtered, and stored at the new Water Treatment Plant. The City's streets and alleys are regularly repaired. | Hundreds of people participated in the design of two new Civic Center parks.

PUBLIC WORKS

The Public Works Department continued to manage, maintain, and improve resources and infrastructure, enhancing the fabric of the City. After 15 years of importing water, Santa Monica once again began tapping the City's underground water supply in early 2011. When the five water wells that had been inactive since 1996 due to groundwater contamination and the Santa Monica Water Treatment Plant reopened, the City was able to meet 70% of its water demand. Staff began studying the feasibility of achieving 100% water self-sufficiency by 2020 through a combination of water conservation, sustainable yield of local groundwater, and the use of reclaimed water.

A proactive alley cleanup program, a residential food waste program, and compost giveaways were launched. Easy recycling of electronics, carpet, textiles, and other materials diverted thousands of pounds of hazardous materials from landfills. The annual alley renewal program

replaced asphalt with 271 yards of pervious concrete to reduce urban water runoff. Funding from Federal stimulus legislation and monies from Proposition 1B supported the paving of 7.75 miles of arterial streets and 40,868 square feet of sidewalk. In addition, 12,628 linear feet of curb and gutter were reconstructed. Over \$103 million of citywide capital projects were designed and constructed.

Major civic infrastructure projects moved through the design process. They included a parking structure, branch library, Big Blue Bus bus stops, and two new parks in the Civic Center. Two Measure V projects, Pier Water Quality and Pier Storm Drain Improvements, were completed. Improvements to parks, beach restrooms, and the City-managed Woodlawn Cemetery got underway. In January the department welcomed Martin Pastucha as the new Director of Public Works.

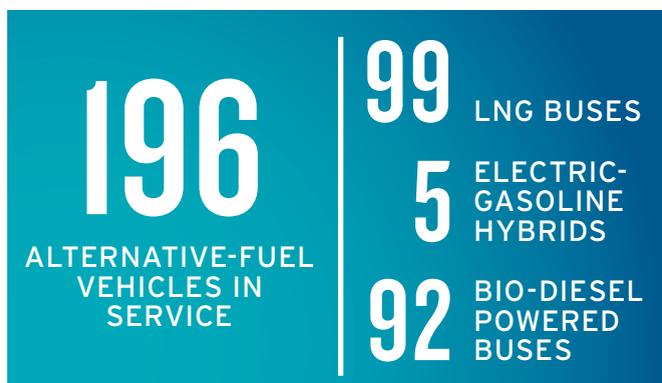


BIG BLUE BUS

In its continuing mission to move public transportation forward, the Big Blue Bus added new equipment to its fleet: five 30-foot electric/gasoline hybrid buses, nine 40-foot Liquefied Natural Gas (LNG)-powered buses and the first of 16 LNG-powered 60-foot articulated, or accordion, buses. Ten LNG-powered 30-foot buses were ordered to round out the fleet. BBB information was added to Google Transit allowing customers to view schedules and plan trips from almost any internet-enabled device, including cell phones.

A new fare structure was implemented that eliminated tokens and “little blue cards.” Thirty-day passes and a 13-ride card were introduced to compliment the existing day pass. Customers gained the ability to purchase fare media online. New holiday schedules tailored service to demand. Staff developed a three-year Service Improvement Plan to increase efficiency, improve travel times, and provide greater bus-rail interface through the extension of the Rapid 7 service to the Metro Purple Line and future connections to the EXPO Phase I light rail line. Transit pass programs with Santa Monica College and UCLA continued, as did the Beach Ride, which provided direct discounted transportation from Virginia Avenue Park to the Annenberg Community Beach House.

FROM TOP: Articulated buses can fit 60 seated passengers and up to 90 passengers seated and standing | Popular new pre-paid fare media: the Baker's Dozen, 13 rides for the price of 12, and a system-wide day pass.



COMMUNITY & CULTURAL SERVICES

Santa Monica's social, natural, and cultural resources are managed by the Community and Cultural Services Department. Careful stewardship of the City's parks, beach, urban forest, and cultural, recreational, and social service programs helped sustain Santa Monica's strong sense of community.

This year, the City began adding 1,000 new trees to the urban forest and started planning for the forest's future, guided by the Urban Forest Master Plan Task Force. A new creative play area for young children was added in Reed Park. Hundreds of residents came together to plan for the two new Civic Center parks now in the final stages of design.

Planning progressed on revitalizing the Civic Auditorium for concerts, theater, and special events. GLOW 2010 brought 150,000 people to Santa Monica's all-night celebration of the arts. Other cultural performances,

festivals, and art walks delighted participants throughout the year. Sold-out audiences enjoyed a new five-week series of music, dance, and drama called "Fireside at the Miles." Rosie's Girls, a program teaching middle school girls trades and leadership skills, celebrated its 10th anniversary. Visitors to the Annenberg Community Beach House enjoyed docent tours, a new fitness room, beach sports, and a popular synchronized swimming class called "Aqualilies."

City grants supported 48 non-profit human service and arts organizations. Human service grants served low-income children and families, older youth, people who are homeless or have a disability, and seniors. The City continued its commitment to the most chronically homeless persons by providing permanent housing with ongoing supportive services. The inter-agency Youth Resource Team Policy Group began work on a long-range plan for a new, collaborative system of services for the community's children and youth.

The department increased its use of web-based technology to provide ongoing information to the community. It used e-blasts and periodic e-newsletters for arts and homeless service updates and new easy-to-use web portals and website for disability services, youth services, and the urban forest. Department programs also actively used social media to connect with the community.

CLOCKWISE: A lifeguard tower north of the Pier dissolved into a sea of foam at GLOW 2010. Photo by Bill Short. | Santa Monica has 27 parks, many of which have play and recreation equipment. | The Main Street Community Garden was established in 1976 and has 69 individual garden plots.



\$822,000 AWARDED
IN FINANCIAL ASSISTANCE
TO PROGRAM PARTICIPANTS





1,484,783

VISITORS

23,917

NEW REGISTRANTS

2,126

PROGRAMS



CLOCKWISE: Books, music, movies, programs, and more. There's a lot to do at the library. | Rendering of the new Pico Branch Library. | The Ocean Park Branch's new sign was designed to compliment the building's Classic Revival architectural style.

PUBLIC LIBRARY

The Santa Monica Public Library was recognized for its resources and services and as the place for community members to read, connect, relax, and learn, earning a Five Star top rating from *Library Journal's* national rating of public libraries. The libraries were busy, vibrant, and relevant. To assist those affected by the economic recession, new resources, services, and programs were offered on job searching, resume writing, and career development. At the same time, an electronic book collection, online language learning, and a text reference service were launched. Users can ask a question by texting the term AskSmpl to 66746 and receive an answer from a reference librarian within

minutes. The library website was completely redesigned to improve access to the online catalog, databases, programs and services. Planning for a new branch to serve the Pico neighborhood moved forward while infrastructure and technology improvements were made at the Ocean Park Branch. The library was the place to be for author talks, lectures, concerts, films, storytime, games, activities, book discussions, workshops, and classes. Special programs like "Santa Monica Citywide Reads" and the Summer Reading Program furthered lifelong learning and encouraged people of all ages to discover, or rediscover, the joy of reading and to make the library their community living room.

AIRPORT

This year the Airport remembered the past and began planning for the future. The 75th anniversary of the maiden flight of the commercial DC-3 was celebrated at the Museum of Flying. The first DC-3 took off from Santa Monica Airport on December 17, 1935, inaugurating the era of safe, convenient, and affordable air travel. Also in December, Council authorized a comprehensive public visioning process regarding the future of the Airport. Conversations with a broad group of stakeholders and economic and operational analysis followed. A full range of options will be presented to Council at the end of 2012.

Landings and take-offs totaled 104,950, a 6% decline from the previous year. Close to real-time flight track information became available through WebTrak, a new tool on the Airport's web site. Specific and historical flight information was integrated with a complaint entry system. Finally, a federal appeals court sided with the Federal Aviation Administration (FAA), rejecting the City's years-long effort to uphold its 2008 ban on category C and D jet planes.



FROM TOP: Santa Monica Airport is the oldest operating airport in Los Angeles County with a heritage dating back to 1919. Photo by Ed Burns. | Santa Monica's skilled and dedicated employees work in over 600 job classifications.



HUMAN RESOURCES

Behind the scenes, Human Resources staff worked with each City department and the City's 1,953 permanent employees. Skilled and qualified workers were attracted, trained, and aligned with the organization. Continual growth and development at the individual and organizational level were pursued in an effort to deliver quality municipal services. To manage rising compensation costs, the department began negotiations with ten employee bargaining units, engaged a new health benefits provider, and implemented health care cost sharing. A wellness program offered employees healthy living activities such as a biometric screening to determine basic health benchmarks and a survey to assess each employee's overall well-being.

CITY ATTORNEY'S OFFICE

The City Attorney's Office provided a full range of legal services to meet the City's diverse needs, litigating about 200 civil cases, handling about 5,000 misdemeanor cases, and drafting hundreds of contracts and dozens of ordinances. The office supported the efforts of other City departments in the development of the Land Use and Circulation Element (LUCE), the funding commitments of the Redevelopment Agency, the creation of a taxi franchise system, dealing with safety and other issues at the Santa Monica Airport, and assisted in preparing the City for the arrival of the EXPO light rail system. In addition, the office enforced various consumer and tenant protections, processed Public Records Requests, obtained restitution for crime victims, and provided training on laws governing public process and government ethics. Attorneys attended scores of meetings

of the City Council, Planning Commission, Architectural Review Board, Landmarks Commission, Airport Commission, and Personnel Board.

Among the many ordinances the office drafted were those that banned plastic bags, expanded protections from second-hand smoke, required City contractors to provide equal benefits to employees with same-sex spouses or domestic partners, and established an interim development process that will be used until a new Zoning Code is adopted. Additionally, the office recovered \$68 million for the City in conjunction with a groundwater pollution claim and negotiated and drafted numerous City contracts and other agreements, including those that allowed for the construction and opening of the City's new water treatment facility.



The amusement park on the historic Santa Monica Pier is a popular attraction.

RECORDS AND ELECTION SERVICES (CITY CLERK'S OFFICE)

In the interest of open and transparent government, the City Clerk's Office provided Santa Monica's active and engaged electorate with access to the City's legislative records, public information, campaign disclosure statements, and other documents and offered assistance during City Council meetings. The office administered the November 2010 General Municipal Election in which voters passed three ballot measures and selected members of the Santa Monica City Council, Santa Monica Rent Control Board, and Santa Monica-Malibu Unified School District.

Agendas and materials for the 33 City Council meetings held during the year were publicly posted and distributed in a timely manner. The office processed and filed 48 ordinances and 88 resolutions. Over 55,000 individuals were assisted either in person, by phone, or by email. The print shop and mail room supported City departments, printing 4,259,594 pages of documents and processing 351,789 pieces of outgoing mail.



FROM TOP: CityTV staff filming the aptly-named *Twilight Dance Series* on the Santa Monica Pier. | The EXPO light rail line will run east/west on Colorado Avenue.



COMMUNITY AND GOVERNMENT RELATIONS

The City worked hand-in-hand with federal, state, regional, and local partners to advance City policies and make residents' voices heard. Work continued with the Exposition Light Rail Construction Authority, LA County Metro, and the Skanska/Rados design-build team to bring the EXPO rail line to Santa Monica. Staff and the leadership of the Pico Neighborhood Association began a visioning process for the community buffer that will be adjacent to the EXPO maintenance facility.

Print, web, and broadcast media promoted transparency and open government. CityTV, the government community cable channel for the City of Santa Monica, reached approximately 24,000 households. The channel streamed 355 hours of public meetings and covered city news and community events. Five issues of the *Seascape* newsletter were delivered to every Santa Monica residence. A biennial resident survey was conducted in which the overall quality of life in Santa Monica and City service delivery received positive ratings. Residents' priority issues included the budget crisis, traffic/congestion, homelessness, airport noise, and education-related issues.

CITY TV FILMED 95 MEETINGS
FOR A COVERAGE TOTAL OF

355 HOURS

**255 STATE BILLS
TRACKED**

SUPPORTED 12, SPONSORED 1,
OPPOSED 2 RDA BILLS

RENT CONTROL

Under the auspices of the Rent Control Board, the Rent Control Agency continued to administer part of the City Charter known as the Rent Control Law. The law controls rents for most units other than new construction and limits evictions from controlled units. In 2010 Santa Monica voters amended the Charter to: extend eviction protections to nearly all tenants in the city, regardless of rent-control status; give tenants a “reasonable opportunity to correct” a lease violation, nuisance condition, or failure to provide lawful access before being subject to eviction for those things; and restrict owners’ ability to evict elderly, disabled, and terminally-ill tenants for owner occupancy.

To get the word out about Rent Control’s work to preserve and maintain rental housing and ensure that rental-property owners receive a fair return, the Agency launched a Facebook presence, created a Spanish-language version of its website, hosted five seminars on rent control topics, and revamped a twice-yearly newsletter. The Agency also created a free apartment-listing service.

In June 2011 the Rent Control Board approved a 3.2% rent increase, with a \$52 cap, that owners may implement in September 2011.



28,412
CONTROLLED RENTAL UNITS



A panoramic view of the Palisades Bluff and Santa Monica Bay. Photo by Ed Burns.

FINANCE

The Finance Department celebrated two significant firsts this year—the first citywide taxicab franchise system and the City’s first two-year budget.

In the face of rising compensation costs, a jobless recovery from the Great Recession, and forecasts that predicted a growing structural deficit, staff developed a balanced two-year (FY2011-13) budget. The budget maintains core municipal services and infrastructure, enhances emergency preparedness, addresses emerging community needs, avoids any new tax proposals, layoffs and furloughs, and makes large reductions in projected deficits. The budgeting process was simplified and documents were made more reader friendly.

Other improvements were made. An online renewal process for preferential parking permitting was implemented, credit-card enabled meters were piloted in selected locations, and new parking rates and policies went into effect. In addition to the department’s regular budget, financial reporting, purchasing, treasury, business license, audit, risk management, and payroll functions, Finance led successful efforts to secure critical funding, including bonds and loans, for upcoming civic investments.

FINANCIAL DATA

REVISED BUDGET



PROPERTY TAX

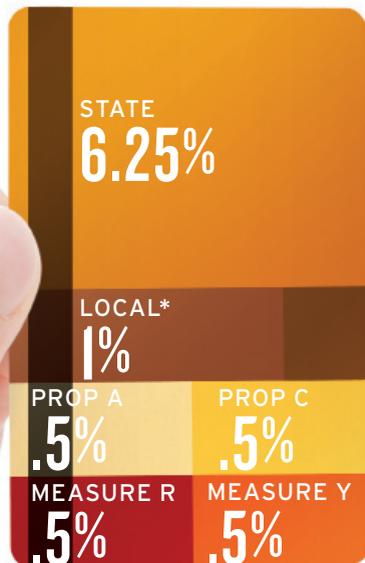
FOR EVERY DOLLAR



SALES TAX

CURRENT SALES TAX RATE

9.25%



*LOCAL

.75% City General Fund**

.25% to Counties for Transportation Uses

** In March 2004, California voters approved Proposition 57, which authorized the issuance of \$15 billion in bonds to finance a portion of the State's budget deficit and a swap of one-quarter of local sales taxes for an equal amount of "in-lieu" sales taxes to be funded from property tax revenues, specifically, the ERAF (Triple Flip).

PROP A / PROP C / MEASURE R

Voter approved debt allocated to local agencies from the Los Angeles County Metropolitan Transit Authority (Metro)

MEASURE Y

Approved by Santa Monica voters in November 2010

SANTA MONICA POPULATION STATISTICS*

*All population data is from Census 2010.

1980	88,314
1990	86,905
2000	84,084
2010	89,736

2010 SAW A
POPULATION
INCREASE OF
6%

MEDIAN
RESIDENT AGE

40.4
YEARS

4%
0-4
YEARS

12%
5-19
YEARS

69%

20-64 YEARS

15%
65 YEARS +

TOTAL NUMBER OF
OCCUPIED HOUSING UNITS

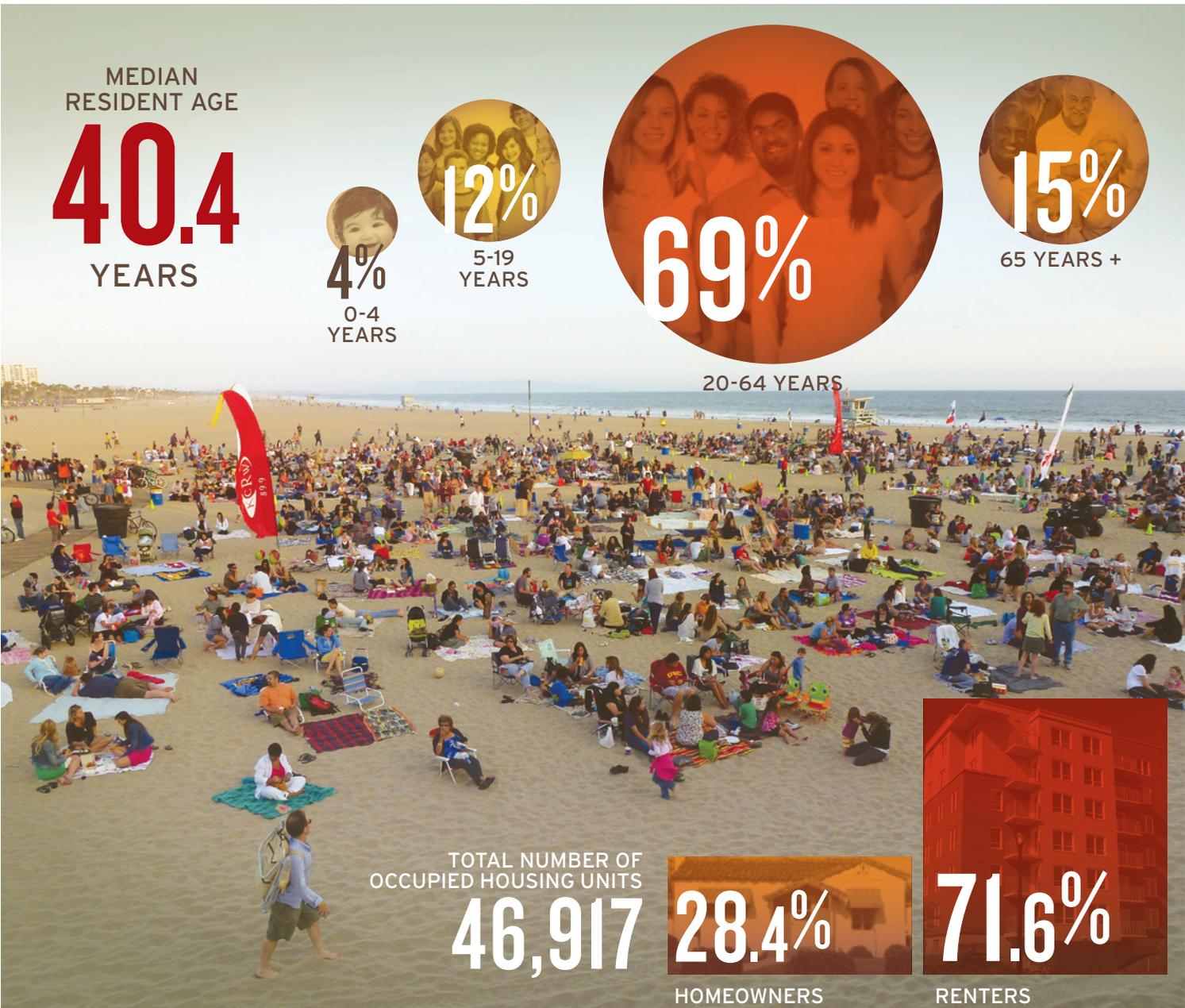
46,917

28.4%

HOMEOWNERS

71.6%

RENTERS



ONLINE RESOURCES

SANTA MONICA MUNICIPAL AIRPORT

www.smgov.net/airport

BIG BLUE BUS

www.bigbluebus.com

CITY ATTORNEY

www.smgov.net/cao

CITY CLERK

www.smgov.net/cityclerk

CITY COUNCIL

www.smgov.net/council

CITY MANAGER'S OFFICE

www.smgov.net/cmo

COMMUNITY AND CULTURAL SERVICES

www.smgov.net/ccs

FINANCE

www.smgov.net/finance

FIRE

www.santamonicafire.org

HOUSING AND ECONOMIC DEVELOPMENT

www.smgov.net/hed

HUMAN RESOURCES

www.smgov.net/hr

INFORMATION SYSTEMS

www.smgov.net/isd

PLANNING AND COMMUNITY DEVELOPMENT

www.smgov.net/planning

POLICE

www.santamonicapd.org

PUBLIC LIBRARY

www.smpl.org

PUBLIC WORKS

www.smgov.net/publicworks

RENT CONTROL

www.smgov.net/rentcontrol

OFFICE OF SUSTAINABILITY AND THE ENVIRONMENT

www.smgov.net/ose

Rod Gould
CITY MANAGER

Elaine Polachek
ASSISTANT CITY MANAGER

Kate Vernez
ASSISTANT TO THE CITY MANAGER

Danielle Noble
ASSISTANT TO THE CITY MANAGER

Marsha Jones Moutrie
CITY ATTORNEY

Maria M. Stewart
DIRECTOR OF RECORDS AND
ELECTION SERVICES (CITY CLERK)

Andy Agle
DIRECTOR OF HOUSING AND
ECONOMIC DEVELOPMENT

Tracy Condon
RENT CONTROL ADMINISTRATOR

Scott Ferguson
FIRE CHIEF

Tim Jackman
POLICE CHIEF

David Martin
ACTING DIRECTOR OF PLANNING AND
COMMUNITY DEVELOPMENT

Greg Mullen
DIRECTOR OF LIBRARY SERVICES/
CITY LIBRARIAN

Stephanie Negriff
DIRECTOR OF TRANSIT SERVICES

Martin Pastucha
DIRECTOR OF PUBLIC WORKS

Donna Peter
DIRECTOR OF HUMAN RESOURCES

Barbara Stinchfield
DIRECTOR OF COMMUNITY AND
CULTURAL SERVICES

Carol Swindell
DIRECTOR OF FINANCE
(CONTROLLER/CITY TREASURER)

Jory Wolf
CHIEF INFORMATION OFFICER

To help preserve resources a limited number of reports have been printed. This report is printed on paper that is made of 10% Post-Consumer Waste (PCW) with soy-based inks.

An electronic version of this report can be found online.



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