



2011
2012

SANTA MONICA

YEAR END REPORT

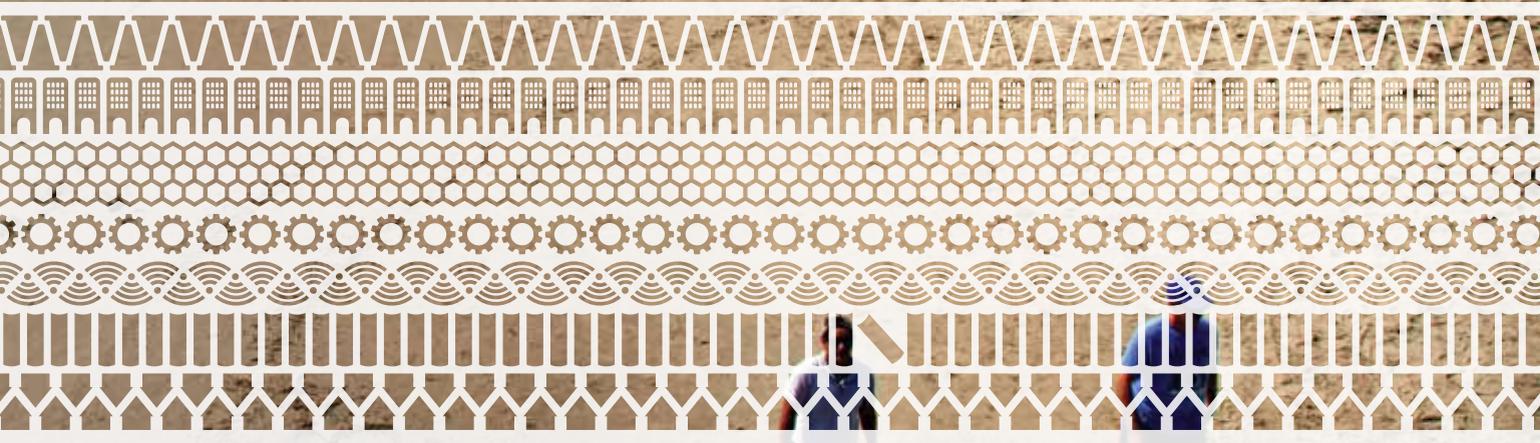


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Special thanks to Andrew Basmajian, Kim Braun, Erika Bustamante, Libby Carlson, David Carr, Jessica Castillo, Caline Evans, Claudia Fishler, Rachel Foyt, Matt Henigan, Sarah Johnson, Claudia Kompa, Stephanie Lazicki, Matthew Mornick, Danielle Noble, Oscar Santiago, Christopher J. Smith, Jeffrey Snyder, and all staff involved in the Year End Report.

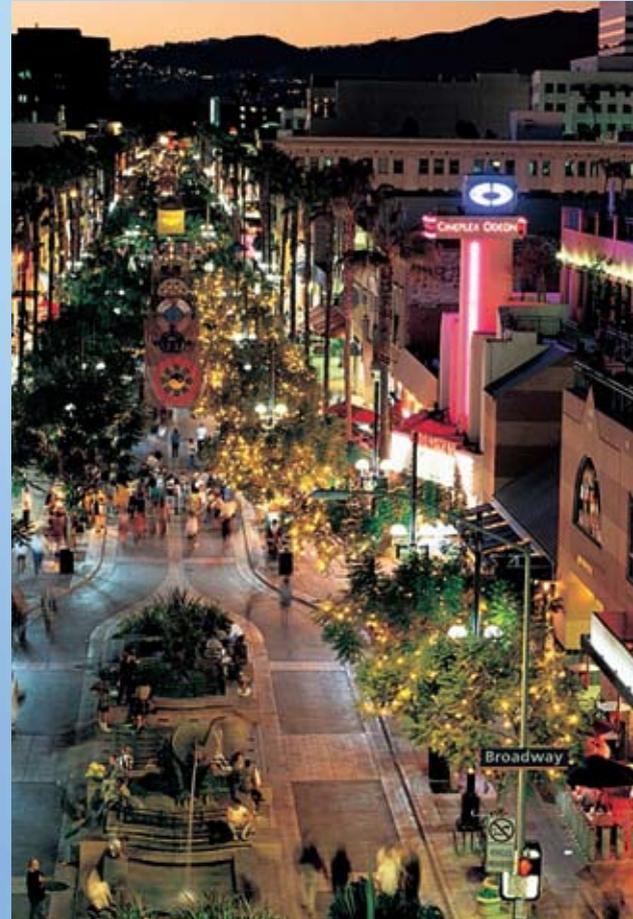


SANTA MONICA CITY COUNCIL

The Santa Monica City Council consists of seven members elected at-large for staggered four-year terms. Every two years, after each election, the City Council selects one of its members to serve as Mayor and another to serve as Mayor Pro Tempore.



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



BOARDS AND COMMISSIONS



AIRPORT COMMISSION

E. Richard Brown • Peter Donald • David Goddard • Ofer Grossman • Stephen M. Mark

ARCHITECTURAL REVIEW BOARD

Pamela G. Burton • John R. Ellis • Michael W. Folonis • Margaret Griffin • Maegan Pearson • Lynn Robb • Michael F. Ross • Amy Rothman

ARTS COMMISSION

Hara Beck • Edward Edwards • Asuka Hisa • Edward H. Horowitz • Linda Jassim • Iao Katagiri • Rachel Lachowicz • Walter J. Meyer • George Minardos • Michael R. Myers • Romy A. Phillips • Denise Sullivan • Anne W. Troutman • Jan Williamson

ACCESSIBILITY & APPEALS BOARD

Michael Allen Hansel

BUILDING & FIRE-LIFE SAFETY COMMISSION

Kristina Andresen • James Bagnell • Michael Ishler • Charles B. Muttillio • David Schaffer • Stuart Tom • James M. Wilson

COMMISSION FOR THE SENIOR COMMUNITY

Jennie Braun • Barbara J. Browning • Paula Fern • Louisa E. Fish • Rochelle LeBlanc • LaVerne Ross (emeritus) • Barry Seid • Nel Bullard Steele • Al Weintraub • Elizabeth Wilson

COMMISSION ON THE STATUS OF WOMEN

Jillian Alexander • Amy Bishop-Dunbar • Melissa K. Dagodag • Sylvia Ghazarian • Anne Goeke • Ana Maria Jara • Rebecca Lantry • Autumn Peebles • Sarah M. Stegemoeller

CONVENTION & VISITORS BUREAU

Tehmina Adaya • Richard Chacker • Gregory Day • Nancy Desser • Rod Gould • Jeffrey Jarow • Jeff King • Fabian Lewkowicz • Raphael Lunetta • Ellis O'Connor • Eric Salo

DISABILITIES COMMISSION

Christofer Arroyo • Glenda Berg • Amy Boersma • David G. Geffen • Thomas J. Hill • Christopher Knauf • Marti McCarty • Audrey Parker • Thomas M. Peters • Jenna A. Rodman • Kecia Brooke Weller

DOWNTOWN SANTA MONICA, INC.

Barbara Bryan • Bruria Finkel • Todd Flora • Allan Golad • Patricia Hoffman • Sarah Letts • Sharon Myer • Elaine Polachek • Rob Rader • Barbara Tenzer • William Tucker • Johannes Van Tilburg • John Warfel

HOUSING COMMISSION

Amy N. Anderson • Rene J. Buchanan • Chloe E. Bird • Richard Gerwitz • Richard Hilton • Joanne Leavitt • Betty S. Mueller • Anthony D. Yannatta

LANDMARKS COMMISSION

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

LA COUNTY WEST VECTOR CONTROL DISTRICT

Nancy Greenstein

MEASURE V CITIZENS OVERSIGHT COMMITTEE

Dzavid Fetterman • Tom Ford • Mark Gold • Erin K. F. King • Vanessa Meier • David Fetterman • Alfred D. Schonbach

METROPOLITAN WATER DISTRICT

Judy Abdo • Mark Gold (alternate)

PERSONNEL BOARD

Joy O. Abbott • Eve M. Brosnahan • Donald S. Burris • Bud Pell • Phillips Tate • Marcia Zimmer

PLANNING COMMISSION

Amy N. Anderson • Jennifer Kennedy • Hendrik Koning • Richard McKinnon • Gerda P. Newbold • Jason Parry • Jim Ries • Ted Winterer

RECREATION & PARKS COMMISSION

Nishith N. Bhatt • Phil Brock • Deborah A. Cohen • Dryden Helgoe • Harry M. Keiley • Jenna Linnekens • Richard McKinnon • John Petz • Alan Toy • Susan Cloke (emeritus) • Frank Schwengel (emeritus)

RENT CONTROL BOARD

Christopher Braun • Todd Flora • Marilyn Korade-Wilson • Robert Kronovet • Ilse Rosenstein • William Winslow

SANTA MONICA LIBRARY BOARD

Kenneth B. Blackwell • Kenneth Breisch • Gene Oppenheim • Kathleen Sheldon • Dan Stern

SANTA MONICA PIER CORPORATION

Judy Abdo • Rae W. Archibald • Raymond E. Braun • John B. Catoe, Jr. • Misti Kerns • Susan E. McCarthy • Barbara J. Stinchfield

SANTA MONICA PIER RESTORATION CORPORATION

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

SOCIAL SERVICES COMMISSION

Leigh A. Brumberg • Brian Buchner • Brian Chase • Maria Dylan • Albin R. Gielicz • Erin C. Hand • Cindy E. McQuade • Jeff Silberman • Dan Sussman • Christopher J. Taylor

TASK FORCE ON THE ENVIRONMENT

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

URBAN FOREST MASTER PLAN TASK FORCE

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

URBAN FOREST TASK FORCE

Thomas Cleys • Victoria Englert • Grace Phillips • Linda Piera-Avila • Lucien Plauzoles • John Smith • David Zuckerman

CHILD CARE & EARLY EDUCATION TASK FORCE

Judy Abdo • Joan Anderson • Nora Daley • Linda Gordon • Betsy Hiteshew • Iao Katagiri • Patti Oblath • Laura Osorio • Edie Spain • Julie Taren • Lisa Wilson • Irene Zivi





LETTER FROM THE CITY MANAGER

Fiscal year 2011-12 was marked by heavy civic engagement and Council policymaking. Although we have seen a record number of municipal bankruptcies throughout the State, opportunities before Santa Monica far outweigh our challenges. The City Council consciously seeks policy choices that will strengthen Santa Monica tomorrow and in decades to come.

The first year of the City's two-year budget ended this June. Our carefully managed fiscal health and stability keep the community well-positioned for the future. The City maintained its triple-A credit rating and realized significant savings by refinancing municipal bonds. Santa Monica is one of only 20 cities in the United States to have triple-A ratings from all three credit rating agencies.

The half-cent transaction and use tax enacted by Santa Monica voters in November 2010 is performing better than expected. An agreement between the City and School District leaders was struck to share its proceeds in exchange for use of Santa Monica High School facilities.

Core City services broadened and new departmental leadership generated fresh ideas and approaches. The Insurance Services Office, an independent organization that evaluates fire protection efforts in the United States, awarded the highest possible rating to the Fire Department. Jacqueline Seabrooks brings extensive local and regional experience to Santa Monica as the City's new Police Chief.

The City remained committed to smart growth and historic preservation while implementing the Land Use and Circulation Element, crafting new zoning code, area and specific plans, and addressing a backlog of development interest.

A series of new high-profile capital projects required extensive community engagement as well as meticulous planning and design from highly dedicated professional employees. The loss of redevelopment throughout California was a shocking event. Negative effects will be felt for decades. The City scrambled to reprioritize and reengineer capital projects and is making remittance payments to the State.

Efforts are underway to envision the futures of the Airport and Pier. To add to the city's physical beauty, natural, and knowledge resources, construction of Palisades Garden Walk and Town Square parks as well as the Pico Branch Library began. Parking Structure 6 is down and reconstruction has begun – parking spaces within the structure will double.

A master cooperative agreement between the City and Metro/Expo will speed the arrival of the Expo Light Rail to Santa Monica. Good progress was made on the maintenance facility and buffer zone as well as agreement on station improvements, tree relocation plans, and parking replacements.

Santa Monica's engaged citizens have consistently voiced a clear consensus for cutting-edge sustainable practices within the community. With strides in water treatment and conservation at the Charnock water treatment plant, Santa Monica moves closer to water independence in 2020. Businesses largely embraced the leaf blower ban. One hundred percent of retailers affected by the plastic bag ban have eliminated single-use bags. Next generation electrical vehicle charging and bicycle mobility infrastructure underscored Santa Monica's commitment to environmental stewardship and upgraded mobility.

With unparalleled community involvement from residents and nonprofits, local schools and the College, hospitals and business organizations as well as the City's many other partners, our active local representative democracy drives continued social equity, environmental stewardship, and economic vitality.

At a time when most cities struggle to maintain equilibrium, Santa Monica is rising.

Thank you,

City Manager





With new focus on crime prevention data analysis and collaboration with community partners, the Police Department reduced serious crimes against persons and property by 4.8-percent in 2011. When crime increased slightly in 2012, a Crime Impact Team was assembled to focus on reducing criminal activity.

The number of traffic collisions also decreased 6% from last year. The department's increased enforcement was supplemented by a robust public education campaign on driving, cycling, and walking safety.

This past year the department offered the first Drug Abuse Resistance Education (D.A.R.E) program to Santa Monica public school students. The ten-week pilot program was well received at Grant Elementary School and expanded to include three more Santa Monica schools.

The Homeless Liaison Team and non-profit partners continued to share well-proven methods for addressing homelessness with other cities. Additionally, the department worked with the Los Angeles County Department of Mental Health to design a Mental Illness Awareness course. This course enables police personnel to better understand mental illnesses, symptomology, pharmacology, pertinent laws, and effective strategies to help mentally-ill individuals.

Communication between the public and the police was expanded through new state-funded 9-1-1 technology. Community members can now send text messages, images, and video to the department.

With Chief Timothy Jackman's retirement, the City undertook a rigorous national recruitment to attract the best-suited Police Chief. Jacqueline Seabrooks was selected from a pool of 66 applicants from across the nation and sworn in as the new Chief of Police in May.





The Fire Department was awarded a Class 1 rating by the Insurance Services Office (ISO), an organization that independently evaluates municipal fire protection efforts throughout the United States. The Class 1 rating is the highest possible rating given to fire departments nationwide. Insurance companies use ISO information to establish local business and residential property insurance rates – generally offering lower premiums in communities with better protection.

Training was a major focus this year. The majority of the 130-member department underwent advanced emergency preparedness as well as specialized training in urban search and rescue and the handling of hazardous materials. Combined with a revamped mission and vision for the department, new expectations were set for exemplary service delivery.

A major public education and communication initiative began. Department representatives connected with neighborhood groups and service clubs through a newly-formed Speakers Bureau. *Remembering When*, a program that focuses on fall and fire prevention for seniors to help prevent the two leading causes of injuries and death among older adults, was launched. An “Adopt a School” program with Franklin, John Muir, and Grant Elementary and an after-school program at Virginia Avenue Park got underway to build partnerships with teachers and students. In addition, the department utilized social media to communicate news and information.

68% OF ALL FIRES CONFINED TO THE ROOM OF ORIGIN IN FY11-12

12,842 CALLS FOR SERVICE IN FY11-12

10,257 RESIDENTIAL AND COMMERCIAL INSPECTIONS



EMERGENCY MANAGEMENT



Launched this year, the Office of Emergency Management (OEM) trained City staff and residents so that in the time of an emergency the community is well equipped to protect life and property and respond to and recover from disasters.

Staff practiced and trained on emergency protocols through simulated and actual events such as the weekend closure of the 405 Freeway, the statewide California Shake Out, and the Los Angeles Marathon that ended in Santa Monica.

To increase public awareness and public safety, OEM, Police, and the Fire department offered Community Emergency Response Team (CERT) training. Participants learned how to assist individuals, families, friends,

neighbors, and the community at large following disasters. To sign up, contact oem@smgov.net.

OEM also implemented SM Alerts, a new emergency alert and notification system. More than 3,800 individuals registered at www.smalerts.net to receive phone, email or text notifications of traffic changes, service interruptions, and emergency instructions. OEM launched a new website with programs and resources to ensure citizens are informed and prepared for an emergency event.

A new Tsunami Response Plan was developed and approved. New signage was installed to clearly mark evacuation routes. City staff was trained in providing critical emergency shelter services and the inventory of cots, blankets, and other emergency supplies was increased.

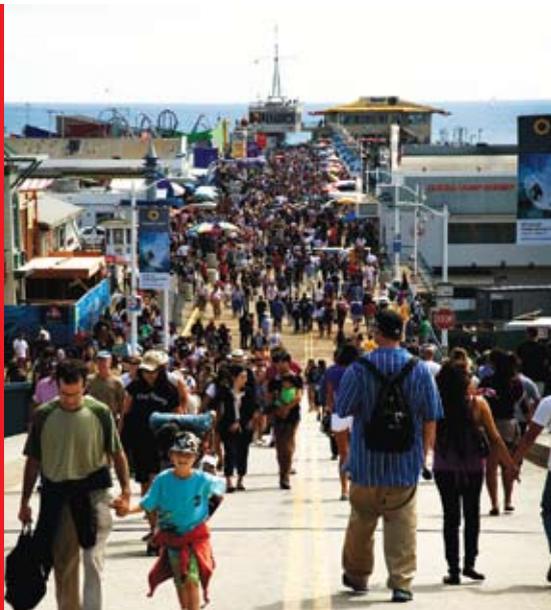
INDIVIDUALS REGISTERED IN SM ALERTS **3,891**

STAFF TRAINED IN DISASTER RESPONSE **807**



Visit us at www.smgov.net/oem

PIER MANAGEMENT



The City focused on how to bring out the best of the iconic and historic Santa Monica Pier. The Office of Pier Management was established in February 2012 to coordinate efforts of five City departments that provide services to the Pier, manage activities, and oversee improvements to its infrastructure.

A new Pier website and the new *Beyond the Pier Sign* newsletter kept residents and visitors abreast of Pier events and activities. The popular Twilight Concert Series on the Pier deck continued its 28th summer of free music and entertainment.

The Pier Restoration Corporation reformed into the Santa Monica Pier Corporation and began focusing on the future of the Pier. The Office of Pier Management and the Santa Monica Pier Corporation partnered on an upcoming community visioning process, last of which was conducted nearly 24 years ago. Community members will be asked to prioritize the Pier's operations and offerings for years to come.



SUSTAINABILITY AND THE ENVIRONMENT

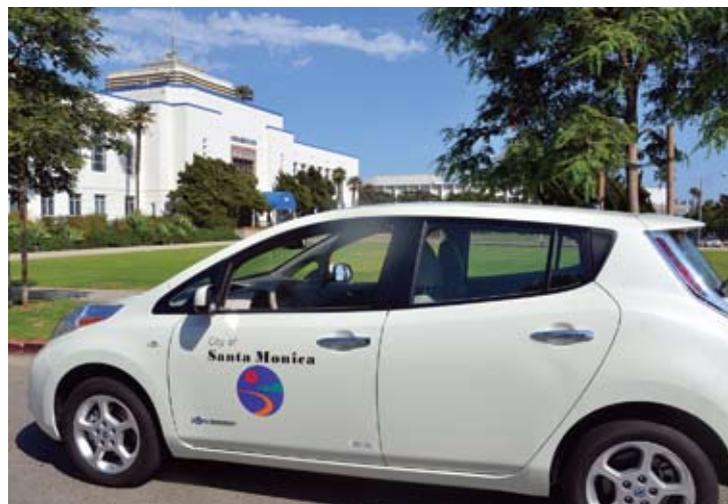
The City of Santa Monica received the Siemens 2012 Sustainable Community Award for its comprehensive approach to sustaining the local environment, economy, and community. Under the leadership of the Office of Sustainability and the Environment (OSE), urban runoff was reduced, water quality at public beaches improved, more solar panels and water-saving landscaping were installed, and the City's energy consumption dropped.

Resource conservation was a major focus this year. Grants and community-based programs helped residents remove their grass and sprinklers, install native landscaping, and capture rainwater for reuse, thus reducing runoff to Santa Monica Bay. Almost 700 water saving features were installed in homes and businesses throughout the city.

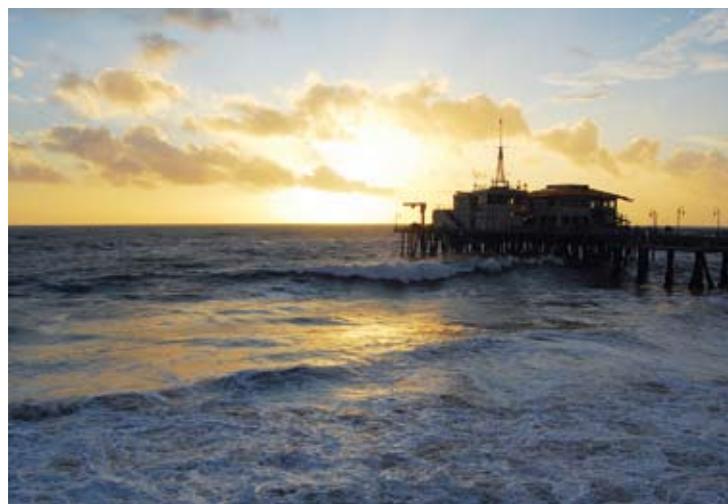
The installation of an additional 639 kilowatt hours of solar capacity means that solar panels on rooftops now generate almost 4 percent of the electricity consumed annually. The City was recognized as an EV Champion for its regional leadership in electric vehicle planning and policies. Santa Monica now has 24 public charging stations and over 100 EV chargers on private sites with more to come.

Reduction of toxic chemicals and the proper disposal of hazardous waste continued to be of top priority. Almost 900 residents participated in a hazardous materials home collection program that began in August 2011. Furthermore, 17 new businesses were certified as Green Businesses. And, Santa Monica's new ban on plastic bags is working; 100 percent of affected local retailers have stopped supplying single-use carryout plastic bags.

To promote healthy and sustainable food choices, OSE launched a Meatless Monday campaign and supported the Eat Well Guide – a directory of fresh, locally grown produce in the United States and Canada. More than 60 community members contributed vegetarian recipes to the Community Meatless Monday Recipe Book. Over 500 copies were distributed throughout the community with more in production.



100% RETAILERS AFFECTED BY THE BAN THAT ELIMINATED SINGLE-USE PLASTIC BAGS





Santa Monica's urban forest, parks and beach, recreational, cultural, and social service programs thrived under the stewardship of the Community and Cultural Services Department.

Improvement projects moved full steam ahead. The Urban Forest Master Plan was completed, construction of a seven-acre park in the Civic Center area began, and the design for Santa Monica's first universally-accessible playground was approved. Seven new beach restrooms opened to the public, improved signage was added to several parks, and Petanque courts were added to Palisades Park.

The department launched two initiatives centering on community well-being. *Cradle to Career* paves the way for healthy development and future career success for all children in the community. With Santa Monica's wealth of recreational facilities and year-round temperate climate, *Active Santa Monica* encourages healthy lifestyles with sports teams and programs for both youth and adults. These initiatives will continue to grow as top priorities.



Community and Cultural Services continued to serve Santa Monicans in need through direct programs and services provided by nonprofits that receive funding from the \$7.4 million Human Services Grant Program. The 2012 Homeless Count showed no net gain in the homeless population from the previous year and 266 previously homeless individuals were reunited with their communities of origin through Project Homecoming. Paratransit services for seniors were expanded and WISE & Healthy Aging continued to be a key partner in program delivery.

Santa Monica's vibrant culture came alive through events and festivals held throughout the year. Cirque du Soleil returned to Santa Monica State Beach during the winter. The popular *Beach=Culture* series of free events at the Annenberg Community Beach House continued with events ranging from book readings to musical and dance performances.

PRIORITY POPULATION RESIDENTS
PLACED IN PERMANENT HOUSING **108**

COMMUNITY CULTURAL EVENTS
SPONSORED AND PRODUCED **172**

FINANCIAL ASSISTANCE TO HELP YOUTH FROM LOW-
INCOME HOUSEHOLDS PARTICIPATE IN CITY PROGRAMS **OVER \$700,000**



The Santa Monica Public Library continued its 122-year tradition as a place to learn, share ideas, and connect with others. For the second year in a row, the Santa Monica Public Library earned top marks from *Library Journal's* national rating of public libraries – the only Southern California library to earn the prestigious five-star rating. Yelp users rated the library 4.5 out of 5 stars. CBS Los Angeles also recognized the Santa Monica Public Library as one of the “Best Libraries in Los Angeles” for its expansive modern facility, easily accessible technology, meeting and auditorium space, and high-quality free programming.

The Montana Branch Library has a fresh look and feel with new carpeting and paint, new shelving for books and media collections, a more efficient service desk, more self-checkout stations, an expanded teen area, and a new configuration for Internet-enabled computers. The design and bid work for the new Pico Branch Library at Virginia Avenue Park was completed. Construction began in August 2012.

All four library locations have been humming with activity. Thousands of visitors attended author talks, lectures, concerts, book discussions, and workshops. *The Lady in the Lake* by Raymond Chandler was the tenth-anniversary book read in the Citywide Reads program.

Over 3,000 children and teens joined summer reading clubs this year, a 46-percent increase from fiscal year 2008-2009. Submissions to the Teen Film Festival came in abundance. Up from 78 submissions last year, 350 short films were submitted by teens from Santa Monica, ten other states, and eight different countries. To keep pace with the activity, the three neighborhood branch libraries – Fairview, Montana, and Ocean Park – expanded hours and are now open Friday afternoons.

The Santa Monica Public Library fosters the joy of learning, the sharing of ideas, and the feeling of being a part of the community.



1,716 PARTICIPANTS IN
2012 CITYWIDE READS

41,641 ITEMS ADDED TO
COLLECTION IN FY11-12

1,398,714 ANNUAL VISITORS



With the new Land Use & Circulation Element in place, this year was a time to create foundations for the future and integrate new uses and improvements in Santa Monica. Planning processes for the Downtown, Bergamot Transit Village, and Mixed-Use Creative Districts involved hundreds of residents, businesses, and other stakeholders. Former industrial lands isolated by busy roadways will transition into a walkable, mixed-use district that conserves the unique arts-centered character. Downtown planning considered recent investments in the area, such as Santa Monica Place, and future opportunity sites like 4th/5th Street and Arizona Avenue.

Focus was also paid to integrate the Expo Light Rail stations into Santa Monica and plan for new pedestrian, bicycle, and transit movement. Phase 1 of the Expo Light Rail line to Culver City opened in April 2012 just as construction began on Phase 2 to extend the line to Santa Monica. The line is scheduled to open in early 2016.

Extensive community input informed the design of the Colorado Esplanade – an arrival and departure gateway – that will be built at the Expo Light Rail terminus station. The streetscape project will support the convergence of rail, vehicle, bicycle, and pedestrian traffic in the City's Downtown, Civic Center, Pier, and Oceanfront area.

The Traffic Management Center opened November 1, 2011. This central control area was designed for real-

time management of foot, bicycle, and vehicle traffic flow as well as the effects of large events and incidents.

In the same month, the Santa Monica Bike Center opened. The facility is the largest of its kind in the United States with 360 secure bicycle parking spaces in two locations at the base of Santa Monica Place. Designed with showers, restrooms, lockers, and repair facilities to encourage and support commuting, the Center currently has over 200 members as well as bicycle rentals and equipment for sale.

In April 2012 the first off-street facility in Los Angeles to help people improve their bicycle riding skills opened in Santa Monica. The Beach Bicycle Campus is free to both individuals and classes. Informational displays and links to online instructional videos teach the rules of the road. The addition of over 18 miles of bicycle lanes, routes, and sharrow-designated lanes furthered Santa Monica's transformation as a bicycle-friendly community.

New guides were created by the Building and Safety Division to help clarify the building plan and development review process. Building plan review time dropped 20-percent without sacrificing building safety, creating a more predictable and less time-consuming process.

Monitoring, proactive investigation, and enforcement of the City's building and safety and zoning codes continued. Efforts focused on taxicab operations, valet services, and short-term rental of residential properties.



MILES OF BICYCLE LANES/SHARROWS INSTALLED IN FY11-12 **18**

EVENTS WITH BICYCLE VALETS **217**

EMPLOYER TRANSPORTATION PLANS REVIEWED **OVER 460**

BICYCLES PARKED **OVER 24,000**

PARTICIPANTS IN COMMUNITY DEVELOPMENT WORKSHOPS **OVER 1,200**

CUSTOMERS SERVED AT PLANNING COUNTERS **NEARLY 25,000**

INSPECTIONS PERFORMED THE **98.5%**
NEXT DAY FOLLOWING REQUEST



BUILDING AND SAFETY



CIRCULATION



ALTERNATIVE TRANSPORTATION

HOUSING AND ECONOMIC DEVELOPMENT



The Housing and Economic Development (HED) Department continued to advance the City's commitment to creating affordable housing opportunities and a sustainable local economy. HED worked with non-profit developers to advance construction of 354 new affordable residences, representing \$76 million of City investment including the Civic Center Village on former RAND property. Eighteen families that receive rental housing assistance were enrolled in the Family Self-Sufficiency Program, which focuses on helping participants gain new skills through employment and education to achieve greater independence. At Mountain View Mobile Home Park, 19 new sustainably-manufactured homes were installed. The Housing Authority received its highest-ever accuracy score from the U.S. Department of Housing and Urban Development (HUD) and use of the Section 8 voucher program increased to 100 percent. In addition, a new housing master waitlist was established following extensive outreach with over 33,000 applications in two days.

BUSINESSES ENROLLED IN BUY LOCAL PROGRAM IN FY11-12 **191**

NEW HOUSING UNITS ADDED IN FY11-12 **354**

CUSTOMERS AT ALL 4 FARMER'S MARKETS EACH WEEK **20,000**



To position the Santa Monica Pier for its next 100 years, the department analyzed the governance, management, and operations of the Pier. The report led to the restructuring of Pier operations and a new, interim board to oversee implementation of changes. The department continued to work with Santa Monica's business improvements districts and facilitated the first-ever City Council study session regarding the districts.

The Santa Monica Farmers' Markets celebrated its 30th anniversary at the Good Food Festival and Localicious gala event attended by over 6,000 people. The markets experienced record-breaking sales, with annual revenues growing by five percent across all four markets. Meanwhile, the *Buy Local Santa Monica* program celebrated a 61 percent increase in participation, adding 191 small businesses to the campaign and reminding locals that Santa Monica is the place to eat, shop, play, and stay. Efforts included the 2nd annual Buy Local EXPO, the launch of a business-to-business newsletter, and the creation of the Buy Local Challenge partnership with Santa Monica High School.

The partnership with the Santa Monica Alliance continued to strengthen, resulting in business retention and recruitment outreach to over 680 businesses and helping to support a variety of Santa Monica employers such as Demand Media and Sony Computer Entertainment. Collectively, these efforts reinforced the City's commitment to fostering a sustainable local economy.

In response to the dissolution of redevelopment agencies, the City elected to become the Successor Agency to the former Santa Monica Redevelopment Agency in order to carry out responsibilities of the former agency and ensure the completion of priority capital projects. Efforts to position key City-owned sites to meet future needs culminated with the release of requests for qualifications seeking development teams for Bergamot Station and the 4th/5th Street and Arizona Avenue visioning process.



The Public Works Department's sustainable maintenance, management, and enhancement of City resources and infrastructure contributed to Santa Monica's high quality of life. Approximately 14 miles of streets were resurfaced and 40,000 square feet of sidewalk were reconstructed through the annual street and sidewalk repair program. The annual alley renewal program installed pervious concrete in 12 alley ways to reduce urban water runoff. The residential food waste collection program was fully implemented and recycling programs for electronics, carpet, textiles, and other materials diverted 600 tons of materials from landfills.

The Santa Monica Airport joined Public Works this year. Phase II of the community visioning process regarding the future of the Airport kicked off in December with an open house. Thirty-two community discussion groups followed. Findings from the phase II public process were presented to Council in May.

The Charnock Well Field Restoration Project was selected as one of the American Public Works Association's Projects of the Year for 2012. This year's completed civic infrastructure projects included seven public beach restrooms, bike parking facilities in Parking Structures 7 and 8, water main replacements, street lighting conversions, and street reconstruction projects. Designs for the Pico Branch Library and universally-accessible playground were completed. The construction of Palisades Garden Walk, Parking Structure 6, street improvements at 20th and Cloverfield and Ocean Park Boulevard, City Hall seismic upgrades, and the Big Blue Bus fueling system upgrade got underway. Improvements to the CityTV facility, Big Blue Bus administration building, and the Airport administration building and pavement were completed. Staff began work on the development of a sustainable water master plan, zero-waste strategic plan, and a master plan for the City's maintenance facilities. In addition, staff spent 4,000 hours on Expo Light Rail related tasks.

1,360 POTHoles REPAIRED



1,399 STREET LIGHTS REPAIRED



1,500 SIDEWALK PATCHES INSTALLED



Courtesy of www.schalphoto.com





Information Systems continued to deliver innovative solutions that spurred economic development, increased access to information and services, and improved mobility within "Silicon Beach" for residents, businesses, and visitors.

Santa Monica City Net carries 10-gigabit broadband solutions, considered fast and affordable by global standards, to local technology and entertainment companies. With 9 new dark fiber connections leased and 3 lit fiber connections made between local businesses and Internet service providers, 15 more are now under way.

Networked pay-on-foot parking stations, real-time parking advisory signs, synchronized traffic signals, and traffic monitoring cameras improved parking and traffic circulation. iPhone and Android device users can view real-time availability for 17 of the city's busiest downtown and beach parking lots.



Chief Information Officer Jory Wolf



Access to City information and services is growing thanks to new webpages, mobile websites, and applets. The number of free City Wi-Fi hot spots expanded with new coverage in the downtown and civic center neighborhoods. Work was initiated to bring free Wi-Fi to major transit and commercial corridors of Wilshire, Santa Monica, Pico, Lincoln, Colorado, Broadway, 4th Street, and Ocean Avenue. The City's new mobile site delivers key information and services designed for users on the go. A rebranded Santa Monica Government Outreach (GO) mobile applet makes reporting issues such as potholes, graffiti or other concerns simple and fast.

Garnering regional and national attention, Information Systems was the recipient of numerous awards and honors. The White House profiled City Net as a model project in its efforts to expand fiber networks and spur economic recovery; the Chamber of Commerce made technology the subject of this year's State of the City program; and the Los Angeles Business Journal presented Chief Information Officer Jory Wolf with the 2012 Lifetime Achievement Award.





Under the leadership of new director Ed King, enhanced training and methods for evaluating service delivery helped the Big Blue Bus (BBB) make strides towards smarter, safer, and more reliable public transportation in Santa Monica.

Forty new buses that run on compressed natural gas (CNG) were added to the fleet. An additional 58 new CNG-powered buses were purchased to ensure 100 percent of BBB's future fleet will operate on natural gas.

This year an automatic-passenger-counting feature began taking precise counts of public transportation users. This feature will integrate with a new automatic-fare-collection system, making it easier to pay for transit and track riders.

Public information expanded. Materials regarding three service change improvements were shared with the community. Passengers can access bus route information on their mobile devices via the City's new mobile website.

While other transit agencies were forced to reduce service, there were 18,947,348 BBB boardings, a 3.7-percent increase over the previous year. Rates remained unchanged. The Civic Center parking/bus pass program was successfully implemented to help manage parking needs during the construction of downtown parking structures.



18,947,348 TOTAL BBB BOARDINGS



3,900,000 UCLA AND SMC TRANSIT PASS PROGRAM BOARDINGS



COMMUNITY AND GOVERNMENT RELATIONS



The City worked hand-in-hand with local, regional, state, and federal partners to ensure all voices were heard in advancing City policies. In the second year of a two-year state legislative session, the City worked on over 300 legislative items and took active positions on 26 bills with focus to protect the City's interests in the dissolution of redevelopment agencies.

Work continued with the Expo Light Rail Construction Authority, Los Angeles County Metro, and Skanska/Rados design team to ensure betterments at three Santa Monica Expo rail stations. Staff and leadership of the Pico Neighborhood Association completed a visioning process for the community buffer park adjacent to the Expo maintenance facility.

An interdepartmental communications and community outreach campaign called *Be Excited! Be Prepared: Santa Monica Constructs Its Future* was initiated to provide a single place where Santa Monica residents, businesses, and visitors can go to stay up-to-date on all capital projects in the city. A new website providing construction,

traffic, and parking information updates was launched. Six issues of the SeaScape newsletter were delivered to every Santa Monica residence.

CityTV – the City's community cable channel – moved into a brand new state-of-the-art production facility after winning its 11th Emmy award this year in the public service announcement category.

ORIGINAL PROGRAMS PRODUCED **312**

HOURS OF PUBLIC MEETINGS COVERED **277**

FINANCE



Under the direction of new finance director, Gigi Decavalles-Hughes, the Finance Department worked to maintain the City's fiscal health and stability. A new biennial budget process, which allows for more effective long-range planning, was implemented. Regular and comprehensive financial status updates helped guide the City Council through the dissolution of redevelopment agencies and positioned the City to take preemptive measures against a potential future structural deficit.

Because of the City's low debt levels and strong fiscal management, the three major credit rating agencies - Fitch Rating, Moody's Investor Service, and Standard & Poor - affirmed the City's triple-A credit ratings on refinanced bonds, the highest credit rating the agencies assign. Three bond issues were refinanced, saving residents approximately \$4 million over the next ten years. The City also issued over \$34 million in bonds to finance the rebuilding of Parking Structure 6.

A collaborative and comprehensive parking rate study resulted in a new parking management strategy that focuses on relieving congested areas and optimizing existing public parking resources. Upgraded meters now accept payment by credit card. iPhone and Android device users can also feed meters through a new Park Mobile applet.



HUMAN RESOURCES

Human Resources staff worked with each City department and the City's 1,907 permanent employees. Top talent from around the country was recruited and oriented. Internal teamwork, excellent customer service, and new employee recognition and training opportunities were major focuses.

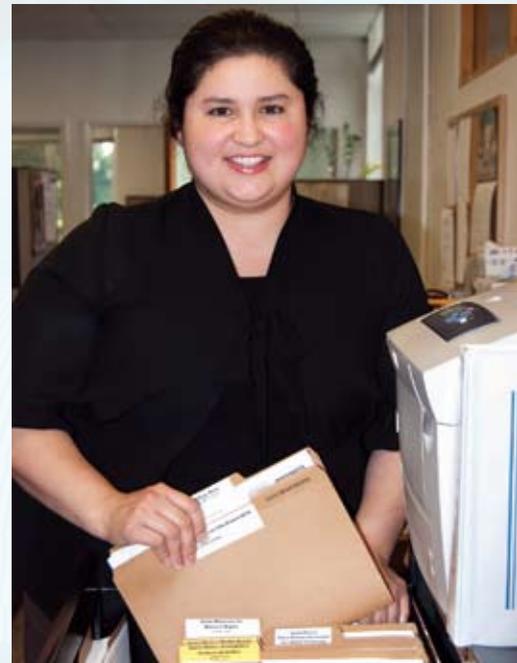
To continue managing rising compensation costs, the department negotiated and implemented a second tier of retirement benefits for new employees as well as engaged a new health benefits provider. Employees participated in healthy and active living activities through an enhanced wellness program. Monthly lunch and learns as well as annual biometric screenings were added to promote the program's objectives.



RECORDS AND ELECTION SERVICES

The City Clerk's Office provided the City's active and engaged electorate with access to legislative records, campaign disclosure statements, and other documents in service of public oversight and open and transparent government.

Agendas and materials for the 26 City Council meetings held during the year were posted on the web and distributed to public locations in a timely manner. The office filed 39 ordinances and 98 resolutions, processed over 100 public records requests, and assisted more than 62,000 individuals either in person, by phone, or by email. In addition, the office provided City departments with timely mail delivery and printing services in support of the City's sustainability goals by continuing to use 100% recycled paper, non-toxic supplies, and energy-saving equipment.





The City Attorney's Office handled an array of legal matters for the City and the community. The Consumer Protection Unit obtained multi-million dollar judgments and injunctions against two of the nation's largest telephone gold dealers. The unit enforced the City's affordable housing restrictions and its law prohibiting tenant harassment, organized a fair housing workshop, and assisted tenants and owners in resolving housing disputes.

The Criminal Division prosecuted 7,000 misdemeanors and infractions on behalf of the City with particular focus on domestic abuse and drunk driving. The division actively participated in the network of City employees

and social service providers to help homeless people. Additionally, the division provided training to law enforcement personnel, administered restitution to crime victims, and worked with the Prosecutors Association to better the criminal justice system in Los Angeles County.

The Municipal Law Division played a major role in a number of City projects. These included the implementation of the Land Use and Circulation Element, the Expo Light Rail, the visioning process for the Santa Monica Airport, the negotiation of development agreements, and various large public works projects. The division provided substantial support to the statewide dissolution of redevelopment agencies, on code enforcement, and on the reorganization of Pier governance.

The Civil Litigation Division defended civil cases involving civil rights violations, employment discrimination, transit incidents, dangerous condition cases, and claims involving the City's taxi-franchise ordinance and its parking ticket review procedure. The division recovered worker's compensation benefits and responded to hundreds of subpoenas.

The office also negotiated a settlement of \$39.5 million for the City from an industrial manufacturer in conjunction with a groundwater pollution claim.



RENT CONTROL



Under the stewardship of the Rent Control Board, the Rent Control Agency continued to administer the Rent Control Law, part of the City Charter that controls rents for most residential units built before April 10, 1979. This year the Board proposed a major simplification of the formula for calculating annual rent increases, which, if approved by voters, would amend the Rent Control Law. The change would create certainty for both tenants and owners by basing general adjustments on a percentage of the change in the area's Consumer Price Index (CPI). In addition, the Board approved a 1.54-percent general adjustment with a maximum increase of \$26 effective September 2012.

As recommended by the Rent Control Board, the City Council increased permanent relocation benefits; expanded eligibility for supplemental relocation benefits for households with seniors, children or disabled tenants; and extended tenant harassment protections to all tenants, not just those in rent-controlled units. The Board continued its outreach efforts for Rent Control Law, property maintenance, and owning rental property in Santa Monica with more than 100 property owners, managers, and tenants.



EXECUTIVE TEAM

ANDY AGLE

Director of Housing and Economic Development

TRACY CONDON

Rent Control Administrator

GIGI DECAVALLES-HUGHES

Director of Finance (Controller/City Treasurer)

SCOTT FERGUSON

Fire Chief

KAREN GINSBERG

Director of Community and Cultural Services

ROD GOULD

City Manager

ED KING

Director of Transit Services

DAVID MARTIN

Director of Planning and Community Development

MARSHA JONES MOUTRIE

City Attorney

GREG MULLEN

Director of Library Services/City Librarian

DANIELLE NOBLE

Assistant to the City Manager

MARTIN PASTUCHA

Director of Public Works

DONNA PETER

Director of Human Resources

ELAINE POLACHEK

Assistant City Manager

JACQUELINE SEABROOKS

Police Chief

MARIA M. STEWART

Director of Records and Election Services (City Clerk)

KATE VERNEZ

Deputy City Manager – Special Projects

JORY WOLF

Chief Information Officer

To help preserve resources, only 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 is available at www.smgov.net/yearendreport

ONLINE RESOURCES



BIG BLUE BUS

www.bigbluebus.com

CITY ATTORNEY'S OFFICE

www.smgov.net/cao

CITY COUNCIL

www.smgov.net/council

CITY MANAGER'S OFFICE

www.smgov.net/cmo

COMMUNITY AND CULTURAL SERVICES

www.smgov.net/ccs

EMERGENCY MANAGEMENT

www.smgov.net/oem

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

PIER MANAGEMENT

www.smgov.net/smpier

PLANNING AND COMMUNITY DEVELOPMENT

www.smgov.net/planning

POLICE

www.santamonicapd.org

PUBLIC LIBRARY

www.smpl.org

PUBLIC WORKS

www.smgov.net/publicworks

RECORDS AND ELECTION SERVICES

www.smgov.net/cityclerk

RENT CONTROL

www.smgov.net/rentcontrol

SANTA MONICA AIRPORT

www.smgov.net/airport

SUSTAINABILITY AND THE ENVIRONMENT

www.smgov.net/ose

YEAR AT A GLANCE: ORGANIZATIONAL SNAP SHOT



INCORPORATED **DECEMBER 9, 1886**

ELECTED OFFICIALS **7**

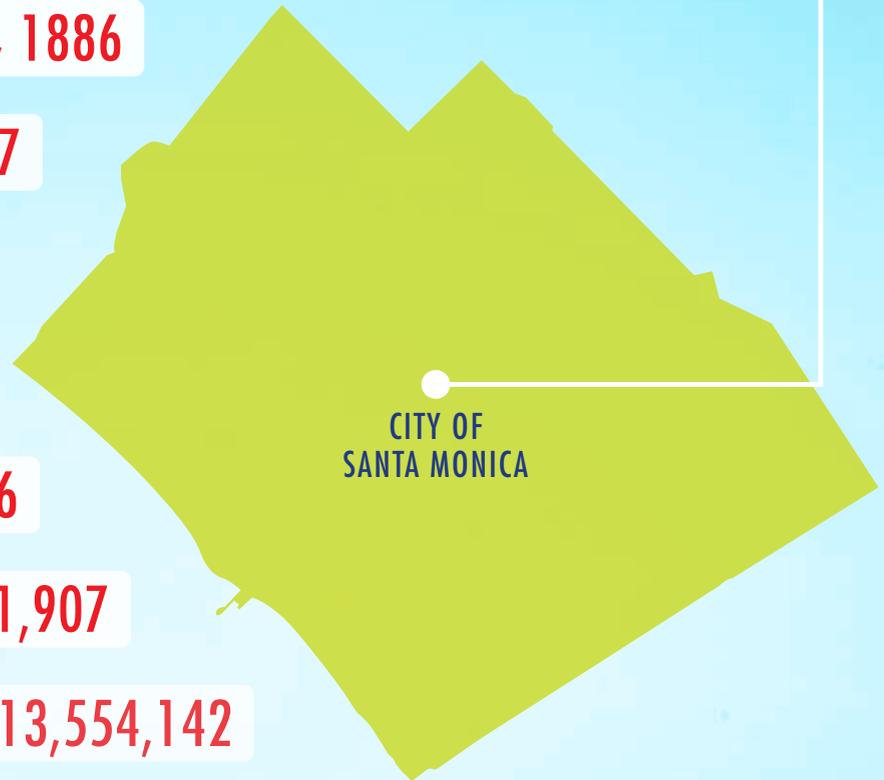
TASK FORCES, BOARDS,
AND COMMISSIONS **21**

MEMBERS OF TASK FORCES,
BOARDS, AND COMMISSIONS **158**

CITY DEPARTMENTS **16**

TOTAL PERMANENT EMPLOYEES **1,907**

FY11-12 REVISED BUDGET **\$513,554,142**



CITY OF
SANTA MONICA

YEAR AT A GLANCE: GOVERNMENT OUTREACH (GO) DATA



REQUEST TYPE	TOTAL REQUESTS	DAYS TO RESPOND
GRAFFITI REMOVAL Public and Private Property	2,252 	2
REPORTS OF LEAF BLOWERS	461 	1
PARKING AND TRAFFIC ENFORCEMENT	191 	7
TOTAL NUMBER OF REQUESTS*	6,020 	* 54% submitted via smart phone

4.34 DAYS AVERAGE TURNAROUND TIME FOR
A GO REQUEST

93% GO REQUESTS RESPONDED TO WITHIN
10 DAYS



YEAR AT A GLANCE: ENVIRONMENTAL DATA



1,384 NEW TREES PLANTED ADDING TO **34,500** PUBLIC TREES



GALLONS OF RAINFALL HELD BY CITY'S CANOPY

21,286,938

TONS OF CARBON STORED BY CITY'S FOREST

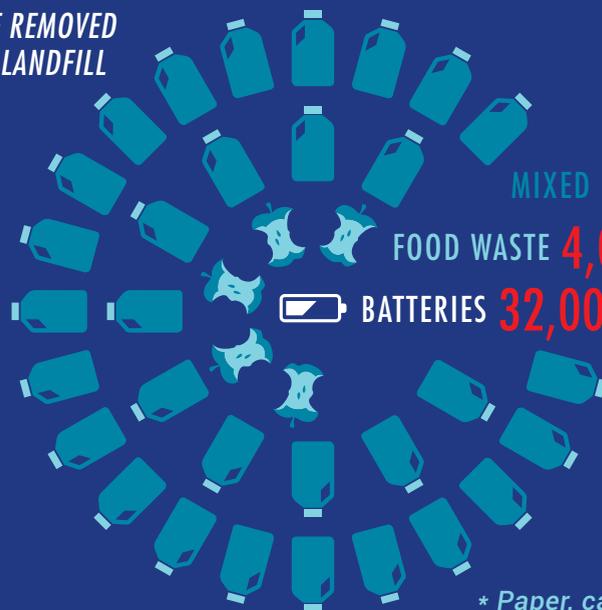
27,000

GALLONS OF STORM WATER AND URBAN RUNOFF CAPTURED FOR REUSE **64,200,000**

SINGLE-USE PLASTIC BAGS ELIMINATED FROM CIRCULATION **21,000,000**

ELECTRIC VEHICLE CHARGING STATIONS INSTALLED **24**

WASTE REMOVED FROM LANDFILL



MIXED RECYCLING* **24,766,000 LBS**

FOOD WASTE **4,010,000 LBS**

BATTERIES **32,000 LBS**

* Paper, cardboard, plastics, bottles, and cans

639 KILOWATT HOURS OF SOLAR INSTALLED

Solar panels now generate almost 4% of electricity consumed annually

199 KILOWATTS TOTAL CAPACITY ON PRIVATE BUILDINGS

Over a 25-year period, this is equal to:

REDUCING ASTHMA-CAUSING PARTICLES BY

2,596 LBS

OFFSETTING CO₂ BY

13,137,695 LBS

REMOVING FROM THE ROAD

69 CARS



City of
Santa Monica

CITY OF SANTA MONICA

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Santa Monica, CA 90401

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TTY 310.917.6626

