

An aerial photograph of Santa Monica, California, showing the city's urban landscape, the beach, and the Santa Monica Pier extending into the ocean. The pier features a Ferris wheel, roller coasters, and other amusement rides. The image is partially overlaid by a red graphic on the right side.

SANTA MONICA

2012 / 2013

YEAR » END » REPORT

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SANTA MONICA

CITY COUNCIL



Mayor
Pam O'Connor

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.



Mayor Pro Tempore
Terry O'Day



Councilmember
Glean Davis



Councilmember
Bob Holbrook



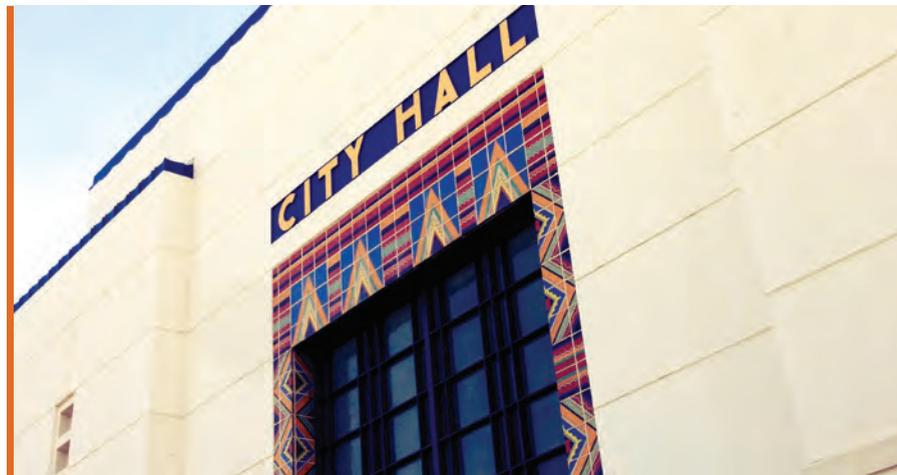
Councilmember
Kevin McKeown



Councilmember
Tony Vazquez



Councilmember
Ted Winterer



BOARDS & COMMISSIONS

AIRPORT COMMISSION

Peter Donald • David Goddard • Ofer Grossman • Stephen M. Mark • Suzanne Paulson • Lael R. Rubin

ARCHITECTURAL REVIEW BOARD

Pamela G. Burton • Kevin M. Daly • John R. Ellis • Margaret Griffin • Maegan Pearson • Lynn Robb • Michael F. Ross • Amy Rothman

ARTS COMMISSION

Hara Beck • Tanya O. Brown Merriman • Edward Edwards • Maya Emsden • Edward H. Horowitz • Linda Jassim • Iao Katagiri • Rachel Lachowicz • Walter J. Meyer • George Minardos • Michael R. Myers • Romy A. Phillips • Joan Robey • Denise Sullivan • Anne Wilcox Troutman

BUILDING & FIRE-LIFE SAFETY COMMISSION

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

COMMISSION FOR THE SENIOR COMMUNITY

Jennie Braun • Barbara J. Browning • Paula Fern • Louisa E. Fish • Simone B. Robbins Gordon • Rochelle LeBlanc • Barry Seid • Nel Bullard Steele • Al Weintraub • Elizabeth Wilson

COMMISSION ON THE STATUS OF WOMEN

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

CONVENTION & VISITORS BUREAU

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

DISABILITIES COMMISSION

Christofer Arroyo • Glenda Berg • Amy Boersma • Nanci Linke Ellis • David G. Geffen • Thomas J. Hill • Christopher Knauf • Marti McCarty • Denise C. Neal • Audrey Parker • Thomas M. Peters • Jenna A. Rodman

DOWNTOWN SANTA MONICA, INC.

Barbara Bryan • Bruria Finkel • Allan Golad • Patricia Hoffman • Julia Ladd • Sarah Letts • Sharon Myer • Elaine Polachek • Rob Rader • Barry A. Snell • Barbara Tenzer • William Tucker • Johannes Van Tilburg • John Warfel

HOUSING COMMISSION

Loren H. Bloch • Rene J. Buchanan • Chloe E. Bird • Richard Gerwitz • Richard Hilton • Joanne Leavitt • Betty S. Mueller

L.A. COUNTY WEST VECTOR CONTROL DISTRICT

Nancy Greenstein

LANDMARKS COMMISSION

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

MEASURE V CITIZENS OVERSIGHT COMMITTEE

Steve Duron • David Fetterman • Tom Ford • Kirsten James • Erin King • Grace S. Phillips • Alfred D. Schonbach

METROPOLITAN WATER DISTRICT

Judy Abdo • Mark Gold (Alternate)

PERSONNEL BOARD

Joy O. Abbott • Donald S. Burris • Bud Pell • Phillip Tate • Marcia Zimmer

PLANNING COMMISSION

Amy N. Anderson • Sue Himmelrich • Jennifer Kennedy • Richard McKinnon • Gerda Paumgarten Newbold • Jason Parry • Jim Ries • Ted Winterer

RECREATION & PARKS COMMISSION

Nishith N. Bhatt • Phil Brock • Deborah A. Cohen • Albin Gielicz • Harry M. Keiley • Jenna Linnekins • John Petz • Alan S. Toy

RENT CONTROL BOARD

Todd Flora • Marilyn Korade-Wilson • Robert J. Kronovet • Ilse Rosenstein • Christopher Walton • William L. 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 REDEVELOPMENT SUCCESSOR AGENCY OVERSIGHT BOARD

David Dijkstra • Melody Kanschat • Randal Lawson • Lisa Luboff • Janece L. Maez • Robert Moran • Paul J. Silvern

SOCIAL SERVICES COMMISSION

Brian Buchner • Brian Chase • Maria Dylan • Albin Gielicz • Erin C. Hand • Caeli Lynch • Cindy E. McQuade • Dan Sussman • Christopher J. Taylor • Sanford M. Weintraub

TASK FORCE ON THE ENVIRONMENT

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

URBAN FOREST TASK FORCE

Thomas Cleys • Victoria Englert • Gloria Garvin • Grace S. Phillips • Linda Piera-Avila • Lucien Plauzoles • John C. Smith • David Zuckerman

LETTER FROM THE CITY MANAGER

Innovation and hard work outweighed the uncertainty of fiscal year 2012-13. The City forged ahead on many projects. The City Council set policy to better our fair city and reinforce Santa Monica's position as a world-class place to live, work, and play.

The economy showed signs of recovery. Growth in the citywide tax base and careful fiscal management upheld the City's triple-A credit rating. Reserves remained strong, priority capital projects were funded, support for education was steadfast, and human services and cultural arts funding remained constant.

The dissolution of redevelopment was our principal challenge. It represents a loss of \$20 million annually. Another \$22 million will be up for negotiation each year with the state, while uncertainty remains over assets once controlled by the City's Redevelopment Agency. This, along with rapid increases in pensions and healthcare costs, outstripped the increase in revenues that resulted from economic recovery.

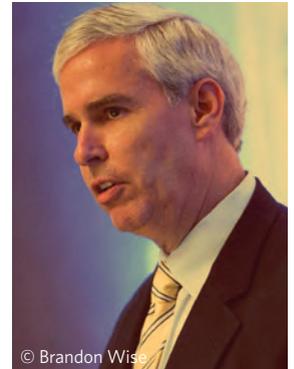
Council's adoption of the FY2013-15 budget in June recognized these challenges. The balanced budget trimmed spending, reduced staffing, maintained core services, and addressed emerging needs. The City must revisit priorities regularly and remain prudent in years ahead to maintain a balanced budget.

Inspired by Santa Monica's first Youth Wellbeing Report Card released in October 2012, the City won \$1 million from Bloomberg Philanthropies to create a first-of-its-kind index to measure social wellbeing.

Though resources and programs to address homelessness have proven effective in Santa Monica, street homelessness increased this year across the region and in town. Rather than make drastic changes, we refined strategies and collaborated with partners to curb this trend.

The Council's policymaking steered public services and projects, many of which serve as models for the nation. The City edged closer towards water self-sufficiency with advanced groundwater treatment and new water conservation programs. Over three-quarters of all refuse were diverted from landfills. Policies, programs, and facilities outlined in the Zero Waste Strategic Plan will compound these efforts, increasing the diversion rate to 95 percent by 2030.

Staff refocused on roadway safety with emphasis on education, engineering, and enforcement. If last year was the year of new bicycle facilities — Bike Center, Bike Campus, and now 30 miles of new and upgraded bike lanes/sharrows — this year was the year of real ridership gains as a result of those investments. Bicycling became the fastest growing mode of transit. Improvements in operations and administration raised service levels at the Big Blue Bus. Almost 70 percent of the traffic signals were synchronized, increasing safety and mobility on our roadways.



We made headway on capital projects. Construction began for the arrival of the Expo Light Rail in 2016. By year's end, new Civic Center parks and Parking Structure 6 neared completion. New pilings and other structural reinforcements will extend the life of the Pier.

Council adopted a new airport landing fee program to more equitably distribute Airport costs. An experiment in muffler technologies to reduce noise from propeller-driven aircraft showed promise. With community input, staff continued to explore the Airport's future ranging from reduced operations and emissions to potential closure.

Because we are amidst highly visible infrastructure improvements, people have experienced traffic delays. The Land Use and Circulation Element unanimously approved by both the Planning Commission and City Council in 2010 limited land use intensification to 4 percent of the city.

It subjects development to a lengthy open public process. Projects under community review comprised a small portion of that 4 percent. Yet many people perceive rampant development and are quite concerned.

City staff held 50 community discussions about development decisions facing Council. As the community continued to work through what, where, and how limited growth will occur, staff facilitated those conversations and carried out Council's direction with integrity and acumen.

On June 7, 2013, grave tragedy struck. Five lives were taken during a mass shooting. Our hearts hurt for the victims and the injured. The men and women of Police, Fire, Big Blue Bus, and City staff all performed at the highest level of professionalism and bravery in the face of a monstrous series of incidents. If not for their smart and selfless service, it is without question more lives would have been lost.

We had our challenges. Together we met them and learned from them. This is the key to our progress.

Thank you,

A handwritten signature in blue ink, appearing to read "Rod Gould". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rod Gould

POLICE DEPARTMENT



TO SERVE AND PROTECT

The Police Department worked to reduce crime, increase pedestrian and traffic safety, and deal with street homelessness.

The department employed focused and directed policing efforts to reverse an increase in Part 1 crimes. Patrol was bolstered with an “all-hands on deck”

strategy. Managers, supervisors, and detectives were assigned field duties. Previous strategies, beats, and schedules were reexamined and revised to make the police a visible deterrent and hone in on specific trends.

The Crime Impact Team supported the effort. Over 200 felony and 62 misdemeanor arrests, along with over 1,000 contacts with subjects on either probation or parole, were made. At the end of the year, the overall crime rate was consistent with levels not seen since the 1950s.

In conjunction with a citywide effort, the department worked to improve pedestrian and bicycle safety. Public education and enforcement remained top priorities.

Homeless outreach services expanded. More officers received training on how to work effectively with homeless individuals. The Homeless Liaison Program unit educated residents and business owners on street homelessness and connected homeless individuals with service providers.

The department worked with City staff and community partners to safeguard gains in youth violence reductions through collaborative intervention strategies, education, and when needed, enforcement.





AT A MOMENT'S NOTICE

Employee training, infrastructure improvements, and public education were top priorities as the Fire Department maintained its Class 1 rating by the Insurance Services Office, the highest rating given to fire departments nationwide.



Over 260 people were trained in hands-only CPR. This simple technique saves lives, as demonstrated during an incident at the Santa Monica 10K event in October. An event participant was able to regain a pulse and began breathing on his own after two citizens performed CPR on him.

Firefighters received advanced training of the City's water systems and ways to respond to and treat autistic persons. In collaboration with community health partners, the department participated in a hazardous materials decontamination exercise and a multi-casualty incident training for patient care and transport.

Design began on the replacement of Fire Station 1, which does not meet current code or operational needs. The department began to ready the city's life safety infrastructure for the new Expo Light Rail line.

Life safety skills were taught to 14 Santa Monica fourth grade classes in the "Adopt a School" program. Third and fifth grade students in the Virginia Avenue Park's after-school program received fire and earthquake safety education.

13,540

total calls for service



OFFICE OF

EMERGENCY

MANAGEMENT



With updated plans, better resources, and enhanced emergency response training, Santa Monica grew more resilient.

The Office of Emergency Management completed plans to guide response and recovery efforts in the wake of a major emergency. Three citywide disaster training exercises were held in the new state-of-the-art, 24-hour emergency operations center. Signage marking tsunami evacuation routes was placed in areas along the beach.

Community members are more prepared. This year 100 residents completed Community Emergency Response Team (CERT) training. Another 90 applied for future CERT classes to learn how to be self-sufficient and assist public safety personnel during disasters.

For these combined efforts, the City received the TsunamiReady and StormReady designations from the National Weather Service.

410

City staff trained in disaster response

5,222

people registered on SMAAlerts.net

OFFICE OF

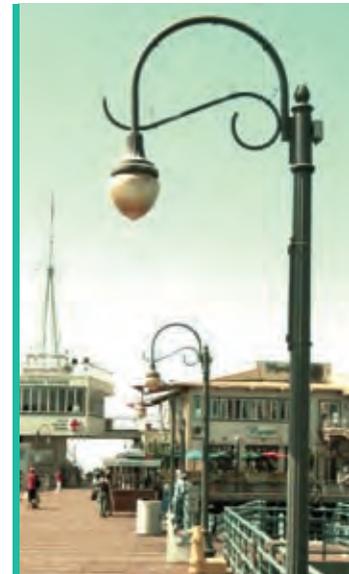
PIER

MANAGEMENT

The Office of Pier Management worked to enhance the Pier experience through new community outreach, on-site coordination, event programming, and infrastructure improvements.

A community visioning process began. Santa Monicans shared their hopes for the Pier's future at 25 community meetings and online discussions. In partnership with the Pier Corporation, the office expanded educational, arts and culture, and active living programming.

Major Pier infrastructure improvements were completed. New LED lighting was installed. Benches and bike parking increased. Curb obstructions were removed. Pedestrian access was separated from bicycle and vehicle traffic. Speed limits were reduced to 5 mph. Reconstruction of the middle 365 feet of the Pier began.



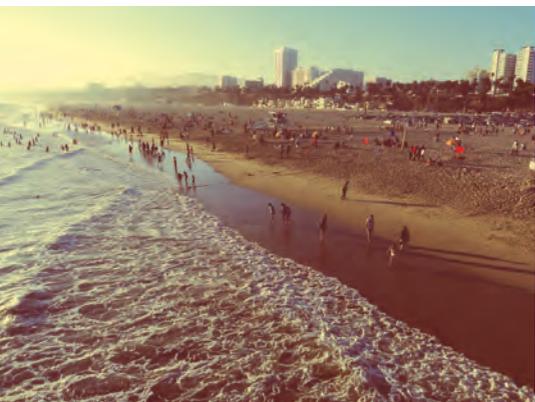
The Office of Sustainability and the Environment furthered the City's position as a leader in sustainable public policy, resource management, and community education.

The 2012 Sustainable City Report Card measured how Santa Monica met goals in nine areas. Council adopted the 15x15 Climate Action Plan, which set out 15 measures that would achieve aggressive community greenhouse gas emission reduction targets by 2015.

Water remained a major priority. Around 29 million gallons of treated water were harvested from local runoff, reducing the use of imported water. Nearly 300 water-saving features were installed in homes and businesses throughout the city.

Efforts in energy efficiency paid off. The federal government funded the replacement of roughly 10 percent of the city's 100-watt streetlights with 35-watt LED bulbs. New energy audits outlined the estimated cost savings and future payback for efficiency projects in City facilities. Efficiency projects installed this year reduced the City's annual energy consumption by 3.1 percent. In addition, over 600 kW of new solar installations were completed.

Another 15 businesses achieved Green Business certification. Nearly 3,000 residents disposed of old prescription medication, paint, motor oil, and other hazardous materials through a home collection service. Over 900 students, residents, and businesses participated in Sustainable Works environmental education programs.



COMMUNITY

& CULTURAL SERVICES

55

homeless individuals placed in permanent housing

The Community and Cultural Services Department connected directly with people visiting parks, the beach, and City recreation facilities, and was responsible for advanced community projects, programs, events, and services.



The beach became more accessible thanks to new beach restrooms and improved signage on the bike path. The department encouraged Santa Monicans to get active in city parks and at the beach. In April new all-ages arts-oriented classes began at 1450 Ocean. Tongva Park and Ken Genser Square neared completion. Preparations for the opening of these two new Civic Center parks began, as well as for the return of GLOW to Santa Monica State Beach.

OVER \$750K

in financial assistance to low-income youth in City programs

The department closely examined youth and family wellbeing through Santa Monica's first Youth Wellbeing Report Card, and worked with the School District, College, and nonprofit partners on a collective impact approach to ensure all children have the support they need to thrive. By winning funding through Bloomberg Philanthropies' Mayors Challenge, this work will expand to the community at large through the Wellbeing Project.

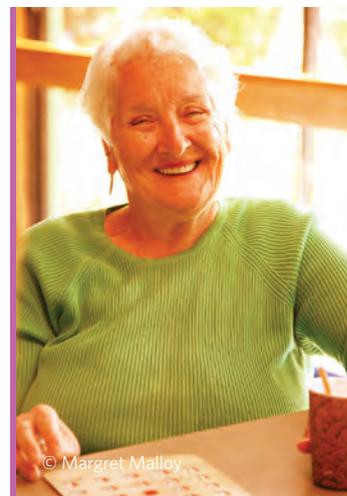
256

cultural events produced

235,749

total attendance at events

COMMUNITY WELLBEING



© Margret Malloy



© John Linden



© John Linden

PUBLIC

LIBRARY

It was a bustling year for the Santa Monica Public Library. Over 15,000 children and 600 teens took part in more than 400 library programs, accounting for over 25,000 hours of reading over the summer. More than 3,000 people participated in 2013 Santa Monica Reads. The 8th Annual Teen Film Festival took place in June with 42 screened films.

SERVING OUR CITY

328

submissions to 2013 Teen Film Festival from 10 states and 9 countries: England, Thailand, India, New Zealand, South Africa, Hong Kong (China), Poland, Ireland, and Russia

For a third consecutive year, the Santa Monica Public Library received a five-star rating from Library Journal's national public library rating program. Santa Monica was the only Southern California library to earn the prestigious five-star rating.

New software made it easy for patrons to connect and comment on reading choices via social media. Share Santa Monica debuted, giving people the opportunity to share the city's local history. USA Today listed the Main Library's Bookmark Café as one of the 10 top peaceful places in 6 cities. The Library continued to be a place for people to read, relax, connect, and learn.



3,357

children and teens registered in 2012 Summer Reading Program

53,736

items added to collection

1,373,663

annual visitors

2,225,571

materials used

PLANNING & COMMUNITY DEVELOPMENT



MORE THAN
18,000

bicycles valet-parked at 115 events

Planning and Community Development staff had an active year facilitating dialogue with hundreds of residents, businesses, and other stakeholders and advancing the Pedestrian Action Plan, Downtown Specific Plan, Bergamot Area Plan, Housing Element, Colorado Esplanade, and the Bike Action Plan.

The department supported Public Works colleagues in Expo Light Rail plan review, station design, and betterment implementation. The final design for the Colorado Esplanade project was approved by Council, along with a new fee to alleviate transportation impacts of new development.

FIFTY

community meetings and workshops related to development plans and projects held by City staff

Almost 70 percent of traffic signals citywide were synchronized and managed in the Traffic Management Center. New landscaping, bike lanes, and walking paths were completed along Ocean Park Boulevard. Over 30 miles of new and upgraded bike lanes, beach bike path signs/stripping, and hundreds of new bike parking spaces resulted in the League of American Bicyclists' awarding the City "Silver" status as a bike-friendly community.

Building and Safety issued nearly 3,000 building permits and performed over 21,000 inspections. Over 7,000 customers were served at planning counters. Code Enforcement expanded efforts to proactively monitor, investigate, and enforce laws relating to zoning regulations, noise standards, substandard housing, and property maintenance.

OVER 1,400

people participated in community meetings and workshops

150

new employers participated in the Employer Trip Reduction Program

37,000

approximate participants in the Employer Trip Reduction Program

SIX

historic buildings landmarked



The Public Works Department focused on efficient service delivery and major civic infrastructure improvement projects.

Streetscape improvements were completed on 20th Street, Cloverfield Boulevard, and Ocean Park Boulevard. Beach bike path signage and striping were upgraded. Pedestrian safety was improved on the Pier Bridge, City facilities were maintained and upgraded, and a new fuel system was installed for the Big Blue Bus.

Additional study of the Sustainable Water Master Plan furthered the City's goal of water self-sufficiency by 2020. The City's wells produced 7,230 acre feet of water, 5 percent more water than the previous year.

Major strides were taken towards adoption of the Zero Waste Strategic Plan. Changes to commercial and residential waste collection routes saved approximately 8,000 labor hours. Over 700 tons of bulky items were collected. Recycling programs were added at 650 commercial establishments and multifamily properties.



SAFER CLEANER STRONGER

Staff completed plan review, utility coordination, construction, and inspection support reviews for capital projects and Expo Light Rail Line improvements.

About 99 percent of aircraft operations were found to be in compliance with municipal code noise restrictions. Findings and recommendations from Phase III of the Airport visioning process were presented to Council in April 2013.

 **77%** of the waste generated in the city was recycled

 **99,809** tons of waste resources collected

 **34,290** graffiti removals completed



PUBLIC WORKS



INFORMATION SYSTEMS



Information Systems delivered innovative solutions that increased access to information and services, supported local businesses, and improved mobility for residents and visitors.

Redesigned web pages created easy access to government information about elections, town meetings, construction, and major City programs and services on computers, tablets or smart phones. Santa Monica City Net attracted and retained local businesses by offering high-quality 10-gigabit broadband service at competitive rates. The program, which grew over 120 percent last year, was featured in the nationwide U.S. Ignite Program, an initiative launched by the National Science Foundation and the White House to promote next generation applications enabled by broadband networks.

Recent high school seniors and graduates participated in the inaugural annual Youth Technology Program, which exposed students to the local tech and business community. By learning how to create and launch their own tech start-ups, participants gained valuable skills that will prepare them for future jobs in technology.



Free Wi-Fi is now available at

29

locations and along nine of the city's major commute corridors representing 18 miles of roadway.

HOUSING & ECONOMIC DEVELOPMENT

The Housing and Economic Development advanced Santa Monica's commitment to creating affordable housing opportunities and a sustainable local economy.

Although the loss of redevelopment has seriously constrained future capital investments in facilities and infrastructure and hampered citywide affordable housing efforts, the department worked with non-profit developers to complete construction of 169 new affordable residences and speed up construction of an additional 253 apartments. Around 36 percent of all housing built in Santa Monica since 1994 is affordable to low-and moderate-income households.



The Housing Authority provided rental assistance to over 1,300 low-income households. Twenty-eight families receiving assistance were enrolled in the Family Self-Sufficiency Program, which helps participants gain new skills to achieve greater independence.

The Farmers Market experienced record-breaking sales, growing by 10 percent across all four markets. The Buy Local Santa Monica campaign celebrated a 14-percent increase in participation. The Santa Monica Alliance continued to expand. These efforts were recognized by the Los Angeles County Economic Development Corporation, which named Santa Monica as a 2012 finalist for Most Business-Friendly City.

Efforts to position key City-owned sites to meet future needs progressed with the release of development solicitations for the Bergamot Station Arts Center and the 4th Street and Arizona Avenue sites.





POINT A TO POINT B

BIG BLUE BUS

The Big Blue Bus (BBB) provided safer, more efficient, and reliable public transportation.

New schedule changes responded to ridership and service needs. To eliminate overcrowding, more buses were put on roads during peak morning and evening hours. An improved preventative maintenance program proved effective — miles between breakdowns increased.

Customer outreach and information were a major focus. A customer survey conducted online and at community events captured customer needs. A new website provided customers more consistent and accurate schedule information. More than 3,000 people subscribed for service alerts, rider updates, and real-time stop lists and detours for each route.

The financial health of the department improved. Efficiencies with labor, supplies, and scheduling resulted in the reduction of a significant operating deficit. Future operating budgets were balanced. Internal software and hardware upgrades captured essential service information that was used to track performance and set new service and safety goals.

BBB laid the ground work for the arrival of Expo Light Rail in 2016. To ensure bus service is integrated at the three Expo Light Rail stations in Santa Monica and elsewhere in the region, work with stakeholders including Metro, City of Los Angeles Department of Transportation, Culver City, UCLA, and Santa Monica College continued.

27

new compressed natural gas buses replaced older diesel buses



MORE THAN
2%
increased ridership over the previous year

OVER
9%
more Santa Monica College students rode the bus compared to the prior year



BEFORE WE SERVE, FIRST WE LISTEN

COMMUNITY & GOVERNMENT RELATIONS



The division advanced legislative advocacy, major capital projects, and strategic communications. Santa Monica took positions on 300 bills with state and federal partners.

Expo Light Rail moved forward with station improvements, real estate transactions, and the buffer park design progress. The "Be Excited! Be Prepared!" campaign added mobile platform capability to enhance citywide capital project information.

Ongoing public information initiatives included CityTV coverage of 80 meetings representing 330 hours of live programming. The "Watch the Road" campaign launched a comprehensive pedestrian safety education program.

Results of the biennial resident survey showed high levels of resident satisfaction with City services.

FINANCE

Faced with the dissolution of redevelopment and increasing retirement and healthcare costs, the Finance Department focused on preserving City resources and preparing for future challenges.

The department successfully defended the City's triple-A credit rating, transitioned all departments to more efficient, automated timekeeping, and installed "smart" parking meters throughout Downtown Santa Monica. The Return to Work program kept injured employees engaged and productive with modified duty assignments.

A comprehensive fee study identified \$1.6 million in additional cost recovery, and enhanced tax compliance efforts reached businesses. The department's five-year forecast guided the development and adoption of the FY 2013-15 biennial budget, which incorporated 5 percent cuts in General Fund spending.

 **393**
businesses brought into compliance

 **\$842,984**
recovered in taxes and penalties



22,521 
business licenses issued

HUMAN RESOURCES



Human Resources supported our high-performing organization. The department oversaw six departmental reorganizations to improve operations. With the closure of the Civic Auditorium, 20 permanent employees facing potential layoffs were placed in vacant positions in various departments. The department reviewed nearly 14,000 applications submitted for City job openings. Several key executive positions were filled. The department successfully negotiated new employee contracts and medical insurance and deferred compensation agreements.



The Santa Monica Institute debuted, offering staff training and skill development opportunities. Employees participated in healthy and active living activities through an improved wellness program. Monthly “lunch and learn” meetings were added and the annual biometric screenings continued with increased participation.

RECORDS AND ELECTION

SERVICES



The City Clerk’s Office administered the November 2012 General Municipal Election in which voters passed two measures and elected City Council, Rent Control Board, and School Board members.

Additionally, the office distributed agendas and reports for 26 City Council meetings. Fifty-six board/commission vacancies were filled. The office’s administration staff assisted over 61,500 customers and completed responses to 208 public records requests.



WORKING FOR DEMOCRACY

The Mailroom and Print Shop processed 398,847 pieces of mail and printed 1,037,235 document pages using 100-percent recycled paper, non-toxic supplies, and energy-saving equipment.



The City Attorney's Office managed a large array of legal matters for the City and the community.

The Criminal Division enforced local and state laws, prosecuting about 7,000 misdemeanors and emphasizing cases that involved clear threats to public safety such as drunk driving and domestic abuse. The division administered restitution to crime victims, provided training to law enforcement, and worked with the courts to better the local justice system.

The Consumer Protection Unit investigated and successfully prosecuted fraudulent charitable solicitors on the Promenade, filed theft and false advertising charges against businesses operating illegally, and obtained injunctive relief against tenant harassment. The unit drafted a new residential smoking ordinance and tackled a large number of reasonable accommodation cases for disabled tenants.

CITY

ATTORNEY'S

OFFICE

The Civil Liability Division defended the City in cases involving transit incidents and claims of dangerous conditions, Civil Rights violations, and employment discrimination.

The Municipal Law Division drafted ordinances and resolutions; handled complex land use matters; prepared numerous contracts; enforced state and local laws relating to environmental contamination, tenant relocation rights, illegal businesses, and public nuisances; and represented the City in its effort to preserve local control of tax dollars necessary to fund affordable housing.



Guided by the Rent Control Board, the Rent Control Agency administered laws affecting approximately 28,180 residential units. Voter passage of Measure GA in the 2012 general election amended the rent control charter. Rent increases are now tied to a percentage increase in the area's Consumer Price Index (CPI). This streamlines the Board's process for determining

general adjustments and ensures that rent increases remain fair, while rental incomes keep pace with inflation. Based on this year's CPI, the Board announced a 1-percent increase for 2013.

A FAIR APPROACH

RENT CONTROL



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

SARAH GORMAN
Director of Records and
Election Services
(City Clerk)

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

KATE VERNEZ
Deputy City Manager – Special Projects

JORY WOLF
Chief Information Officer



As of June 30, 2013



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/pcd

ONLINE RESOURCES

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

SUSTAINABILITY AND THE ENVIRONMENT

www.smgov.net/ose



AT A GLANCE



FY 2012-13 CITY AWARDS



Bloomberg Philanthropies' Mayors Challenge
\$1 million award to develop and use a dynamic tool to measure community wellbeing



Silver Level Bike Friendly Community by the League of American Bicyclists for an extraordinary commitment to bicycling



Public Technology Institute's 2013 Technology Solutions Award for Santa Monica's Youth Technology Program



Silver Level Status in Southern California Edison's Leadership Program for energy efficiency efforts



State of California Green California Leadership Award in Transportation for the Ocean Park Boulevard Green Street Project



Award of Excellence for Distinguished Leadership from the American Planning Association - Los Angeles Chapter for addressing community concerns and preparing for the Expo Light Rail



Awarded the **2012 Distinguished Leadership Award** by the American Planning Association - California Chapter for the Bike Action Plan adopted in November 2011



A 2012 finalist for the **Most Business-Friendly City Award** from the Los Angeles County Economic Development Corporation



A local **Emmy Award** for CityTV's program "Cheap Eats"



Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association of the United States and Canada for the comprehensive annual financial report (CAFR)



The Public Library earned the prestigious **five-star rating** from the **Library Journal's Index of Public Library Service**



Santa Monica Recreation and Parks Commission recognized as the **2012 Outstanding Commission** by the California Association of Park and Recreation Commissioners and Board Members



Santa Monica received **TsunamiReady** and **StormReady designation** from the National Weather Service affirming citywide safety efforts

SANTA MONICA RESIDENT SURVEY

In a biennial telephone survey residents rated city services.

Top five services rated on level of importance:

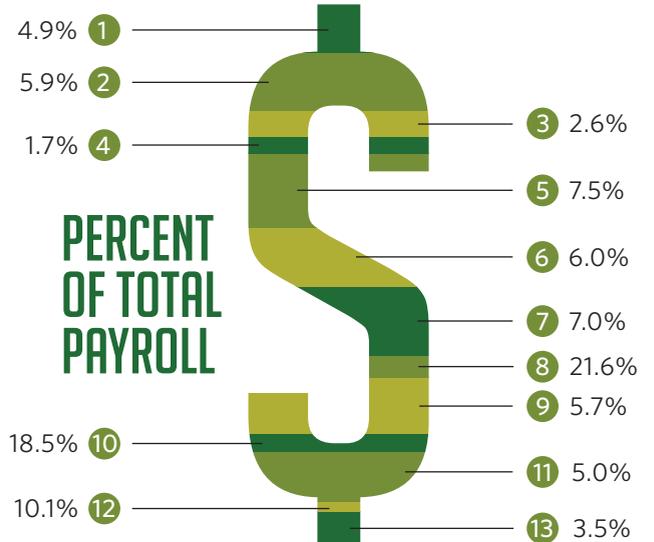
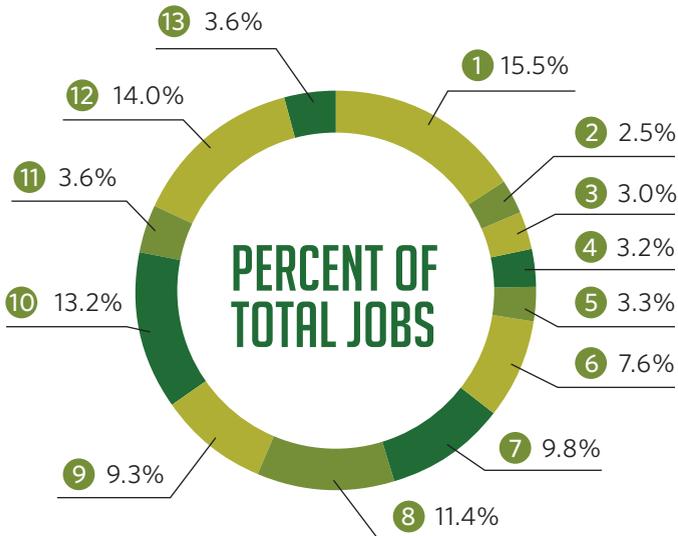
- #1 Providing emergency 911 services
- #2 Maintaining city beaches
- #3 Collecting trash and recyclables from homes
- #4 Keeping traffic on city streets flowing smoothly
- #5 Enforcing laws that keep public spaces safe for everyone

Top five services rated on highest level of satisfaction:

- #1 Providing emergency 911 services
- #2 Collecting trash and recyclables from homes
- #3 Providing public library services
- #4 Maintaining city parks
- #5 Offering public transportation alternatives such as the Big Blue Bus

SANTA MONICA'S LOCAL ECONOMY

THERE ARE OVER **81,000** JOBS IN SANTA MONICA
 generating a combined payroll of more than **\$6,400,000,000**

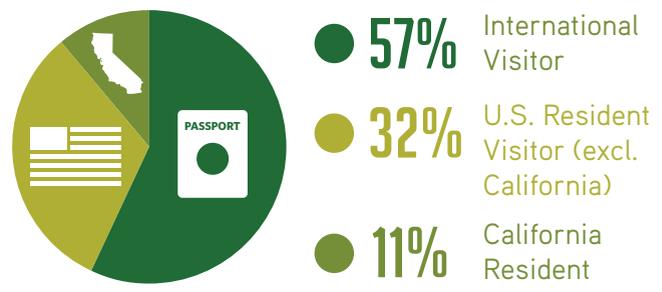


SECTORS	1 Accommodation and Food Services	5 Finance and Insurance	10 Professional, Scientific, and Technical Service
	2 Arts and Entertainment	6 Government	11 Real Estate
	3 Construction and Manufacturing	7 Healthcare and Social Assistance	12 Retail and Wholesale
	4 Education	8 Information	13 Waste Management
		9 Other*	

*Includes management of companies and enterprises, utilities, transport, storage, and nonclassified activity
 Source: State of California Employment Development Department, 2012

7,311,242 VISITORS IN 2012
 UP 8.4% FROM 2011¹

VISITORS SPENT **\$1.53 BILLION**
 IN 2012, UP 9.6% FROM 2011



¹ Source: Lauren Schlau Consulting and CIC Research, Inc., for Santa Monica Convention & Visitors Bureau



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