

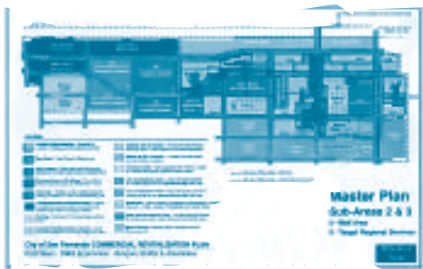
CITY OF SAN FERNANDO VISIONS

HISTORIC & VISIONARY

VOLUME I ✨ ISSUE 1

SPRING 1999

The Revitalization Plan is a 12-year vision of development in the City's commercial core area.



City Unveils Economic Development Program

The City has embarked on an aggressive economic development campaign to ensure the City's business base is on a solid foundation. Economic development is not only about being "business friendly" but an environment that recognizes that commercial viability in this community is important to the continued quality of services the City provides. The City needs a stable and viable commercial base and the revenue it provides in order to provide the basic services such as police protection, resurfacing of our City streets and maintenance of our parks. The City has made this commitment through its participation in the adoption of the City's Revitalization Plan.

The Revitalization Plan is a 12-year vision of development in the City's commercial core area. A key element in this plan is the identification of providing entertainment/retail opportunities for the residents

See **"Economic Program"**
on Page 2 —

Message from the Mayor

Greeting the New Millennium

As we get ready to greet the new Millennium, the City of San Fernando has a lot to look forward to. These are exciting times in our City and this first issue of Visions is reflective of the quality changes we will make to ensure we properly inform our residents of what is going on in our community. Please let us know what you think of the new format, articles and layout.

The City is embarking on a number of new programs that we would like to inform you of, including the Economic Development Campaign, renovations to Las Palmas Park, and new housing programs. The City continues to provide the best of the best in programs for youth and seniors through our Recreation and Community Services Department and will continue to provide our award-winning neighborhood safety programs. Along with the myriad of services the City provides, we will strive to continue to provide the highest level of community services. As part of Visions we will also introduce you to our quality employees. Each issue will contain a profile of an employee selected at random so you can get to know who is working for you.

Recently the City created a Grant Writer position in City Hall to pursue grant funding from federal, state, local and private funding sources. It is our expectation that

the position will pay for itself ten-fold and secure funding opportunities we sometimes have been unable to tap into. We also have a new City Administrator, John A. Ornelas, who has been with the City less than one year and brings to us a great background in economic development and city management. We have raised the bar to a new level and have high expectations.

We believe the City, as well as the community, deserves nothing less.

On the financial front, it will be another banner year for the City of San Fernando. The City continues to live within its means and maintain a balanced budget. We will maintain a strong financial position to ensure we provide the quality services

to the community. As with every community we need to be fiscally responsible in everything we do. That is our focus and we assure you that every decision we make is based on prudent and sound financial principles.

Finally, the San Fernando City Council and I want to hear from you. To help us in our continued pursuit of excellence, we need to be aware of the concerns and interests of the community. Let us know by calling any of the individuals listed on this newsletter.

■ Dr. Jose Hernandez,
Mayor of the
City of San Fernando

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Gateway Project Nears Completion

The Community Infrastructure Project, known as "The Gateway Project," consists of infrastructure and streetscape improvements to an area around the southeast entrance to the City on both Truman Street and San Fernando Road. The gateway area is important to the city since it is not only an entry point but also provides a lead to the San Fernando Mall.



Infrastructure and streetscape improvements are key components of the Gateway Project.

The City of San Fernando applied for a grant through the U.S. Department of Commerce, Economic Development Administration. The original project concept included basic design elements for the infrastructure and streetscape improvements. The grant was approved contingent upon fulfillment of all design elements in the application concept. The design elements are:

- [1] A new water distribution system in the Gateway area
- [2] Street improvements in the Gateway area consisting of rehabilitation of the concrete gutters, drive approaches, and sidewalk, and roadway rehabilitation on Truman Street and San Fernando Road
- [3] Decorative street lighting improvements along San Fernando Road
- [4] Planting street trees along San Fernando Road and Truman Street
- [5] A landscaped and lit City entry monument including fully irrigated and landscaped median islands.

See **"Gateway"** on Page 4 —

PREMIERE ISSUE



Career Boot Camp Proves a Hit with Students

The San Fernando City Council, via a recommendation by Mayor Protem Silverio Robledo, assisted 15 students and three teachers from San Fernando High School to attend the L.A. SIGGRAPH Career Boot Camp in computer animation on March 7.

The event was held at the Universal Hilton Hotel, and those in attendance were given the chance to see what types of career opportunities are available in the field of computer animation. Co-sponsored by The Economic Alliance of the San Fernando Valley, this "boot camp" served as a gateway to the industry of computer animation, and provided answers to every question that one might ask if considering this field as a possible career choice.

The event also served as an education recruiting room, as representatives from some of the top animation programs in the state were present. Students were also treated to a short video that showed some of the computer graphics from the summer blockbusters *Armageddon* and *Mighty Joe Young*, and then listened to some of the animators who worked on the films. Overall the day proved to be very educational, and extremely informative. It was a great opportunity for these 15 students.

Teachers Marco Torres, Anthony Chavez, and Veronica Marek expressed their gratitude to the City of San Fernando for funding the event, as well as picking up the tab for a wonderful lunch at the Marvel Mania restaurant at Universal City's Citywalk.



Students investigated career opportunities in the computer animation industry at Career Boot Camp.

City Streets Are Sparkling



Mission Boulevard and Kalisher Streets were transformed into colorful roads this past holiday season.

As part of the City of San Fernando's ambitious image enhancement campaign, two streets were given a makeover. With donations from local businesses, Mission Boulevard and Kalisher Street, were transformed into sparkling and colorful roads this past holiday season. The season of giving was just that as eleven local businesses donated to the project known as the "Street Beautification Project".

This project consisted of adding holiday decorations to these two streets. The decorations consisted of colorful sparkling lights stretched high across the streets, as well as pole decorations, which patterned skylines with reds, greens and golds. Many of the palm trees were also dressed in their decorative coats and were adorned in the same holiday spirit. Thanks go out to the businesses that donated towards this project as well as the City crews that worked diligently to have these decorations up in time for the holiday.

The City received many compliments from residents, businesses and

particularly those from outside the City who travel the streets. We hope to repeat these same efforts this coming year. If you would like to donate towards next year's street beautification project please call (818) 898-1218.

A special thanks goes out to the local businesses that donated to this project. Their generosity should not go unnoticed.

- A-Co Sanitation - on Glenoaks Blvd
- Aegis Computer Inc
- Bernards Brothers on San Fernando Rd
- Casco on First Street
- Decker Enterprises
- Goodyear Tire Center on San Fernando Rd
- Hannon Realty Company - on Glenoaks
- Murphy & Shelby Dodge - on San Fernando Rd
- Oh Boy Corp - on Truman Street
- Pescado Mojado Partners - on Truman Street
- Ritmo Latino - on San Fernando Rd

"Economic Program"

From Page 1—

of this community. The City recently announced the interest of a major theatre chain to locate a state-of-the-art movie complex in the City. Along with this announcement, a major retailer indicated their interest in developing in San Fernando. City Council and staff are continuing discussions with these entities to determine whether we can get these facilities to locate in San Fernando. We believe these developments will be the cornerstone for our commercial areas to provide quality entertainment, dining and shopping.

Economic Development should however not be viewed in a vacuum. It is important to nurture what we have in the existing business community and be able to add to the existing mix of businesses without negatively impacting their ability to be competitive. Therefore, as we embark on the economic development campaign we will clearly define priorities and carefully focus our efforts on business activity that we need to make San Fernando a destination point for the Northeast Valley.

We also need to provide balance in our economic development efforts and not view this activity as a cure all or development for development sake at the expense of negatively impacting our residents. Although economic development is viewed as important, the City will be scrutinizing business activity to ensure it is in the best interest of the community as a whole.

Future newsletters will provide updated information on the City's Economic Development Program. Stay tuned!

Be Responsible: Spay or Neuter Your Pet

Hundreds of pets throughout the San Fernando Valley are not vaccinated, spayed, neutered or licensed. Many of these animals contract diseases, which can be prevented by vaccines. Animals that are not spayed or neutered have unwanted offspring that can contribute to animal overpopulation in the Valley.

In an effort to improve the quality of life for pets, the City of San Fernando is currently offering a \$20.00 subsidy voucher to qualified residents, applicable toward the spaying or neutering of their dogs or cats. The supply of vouchers is limited, so act quickly. To obtain a voucher bring in a utility bill or identification

to the Community Development Department located at City Hall, 117 Macneil Street, San Fernando. For additional information contact (818) 898-1227.



City Hosting Low-Cost Dog Vaccination Clinic

The City of San Fernando will host the 3rd Annual Low-Cost Dog Vaccination Clinic on Saturday, June 19, at Recreation Park, 208 Park Avenue, City of San Fernando, from 9:30 a.m. to 11:00 a.m.

The clinic will be sponsored by the City of San Fernando Community Preservation Division, the San Fernando Police Explorers and the Los Angeles County Department of Animal Care and Control. The clinic is offered to all area residents.

The cost of a rabies vaccination is only \$4. The inoculation, which is required under California law, is available for all dogs over the age of four months.

Also, 6-in-1 disease prevention

shots will be available at the clinic for only \$12. This inoculation, which includes protection against common dog diseases such as distemper, hepatitis, leptospirosis, parainfluenza and parvovirus, is available to dog's eight weeks of age or older.

Dog licenses may also be purchased at the clinic. Most dog licenses expire on June 30 and State and County law requires licenses for all dogs over four months old. The owners of dogs that are unlicensed or have expired licenses may face a penalty payment. Owners who have dogs with expired licenses or are unlicensed may face a penalty payment for failure to license their pets.

San Fernando dog license fees are \$20 for an unaltered dog and \$10 for

a dog that has been spayed or neutered. Additionally, licenses are \$5 for senior citizens whose pets have been spayed or neutered.

Pet owners seeking reduced rate licenses must bring a copy of a veterinarian's certificate of sterility as proof that their dog qualifies for a lower rate license.

If paying by check, pet owners are asked to bring two checks to the clinic. One will be needed for the vaccination and the other for the license.

All pets brought to the clinic must be kept on a leash strong enough to safely control each dog. For more information, call (818) 367-8065.

City Expanding Las Palmas Park Recreation Center

The City of San Fernando is expanding facilities at its Las Palmas Park Recreation Center. Since 1993 the City has spent almost \$750,000 on improvements to the seven-acre park by installing new baseball fields, restrooms, landscaping and covered picnic facilities. In December 1998, the City Council awarded a contract to EMAE International, Inc. for another phase of park improvements.

Work under the \$875,000 contract consists of an interior and exterior remodel of the existing 7,000 square-foot recreation and gymnasium at Las Palmas Park, and a new 4,000 square-foot addition to that building with counseling offices, a computer resource center, and additional storage. The remodel work consists of new paint and finishes,

lighting, electrical, plumbing and air-conditioning and heating systems.

The addition work is slab on grade with wood framed construction, exterior plaster and build up roofing. Site work amenities include new landscaping, irrigation

and sidewalks, and an improved storm drain system.

The newly remodeled building, with the addition of the new computer and counseling rooms, will be open for activities in the summer of 1999.



Teaching Kids to Say No to Drugs!

For the past three years San Fernando Police Officer Jeff Eley has become a familiar sight to children throughout the City of San Fernando.

Officer Eley implements the D.A.R.E. (Drug Abuse Resistance Education) program for the City at five public and three private schools. D.A.R.E. is a drug abuse and violence prevention education program designed to stop drug use and violence before it begins.

Eley visits a different school every day, five days a week and during the course of a semester will educate more than 800 children. The 17-week program is targeted for children in fifth and sixth grades. Topics covered during the course include teaching children to say no to alcohol, tobacco, marijuana, inhalants and other 'gateway' drugs.

"I teach year round with about a five-week break in the summer," Eley says. "The children are provided instruction in topics ranging from how to deal with peer pressure, self-esteem issues, and how to avoid resorting to violence."



Officer Jeff Eley teaches the D.A.R.E. program to 800 children every semester.

Eley recalls that recently a father of one of the students he was instructing called him up and initially was angered with Eley for 'interfering' with his private life.

See "Saying No" on Page 4 —

SPOTLIGHT ON...

Officer Al Martinez



Officer Al Martinez is always ready to help our citizens.

Officer Al Martinez joined the San Fernando Police Department (SFPD) in 1997 and currently serves as a patrol officer. For Martinez, being a police officer is the fulfillment of a life-long goal.

"I was raised in San Fernando and attended both San Fernando Elementary and San Fernando Middle School. I've always been interested in law enforcement, which is why I became a member of the San Fernando Explorers program in 1971, and when the opportunity arose to come back home, I didn't think twice about it," he says.

In addition to keeping our city streets safe, Martinez is also a member of the SFPD's Special Response Team. He received special training from the Los Angeles County Sheriff's Department and is qualified to handle emergency responses.

Prior to joining the SFPD, Martinez spent two years with the Los Angeles Police Department in North Hollywood. He also brings to the City of San Fernando a distin-

guished military background.

Martinez served in the U.S. Marine Corps for 14 years. He spent nine months in Kuwait as sergeant and platoon leader during Operation Desert Storm. He served six years as a Marine security guard at the Lualualei Marine Barracks in Honolulu, Hawaii. While stationed in Hawaii Martinez was awarded the Navy/Marine Corps Medal for saving two persons' lives from a burning vehicle that had crashed into a bridge. The base commander on behalf of President Reagan presented the medal to Martinez. Martinez was also posted for four years at Camp Pendleton, serving as a base game warden and a drug and alcohol counselor.

As a patrol officer, Martinez frequently meets with citizens.

"Community relations is an integral aspect of my job and it's important to reach out to people and inform them that the police department is here to serve and protect them," he says.



Mission Los Niños Program Targets At-Risk Youths

The City of San Fernando believes there is a better way to respond to youth problems. The City has taken proactive steps to improve the juvenile delinquency intervention and crime prevention programs. The San Fernando City Council has directed the Police Department and Community Services Department to develop 'Mission Los Niños,' which is geared towards helping youths between the ages of five and 17.

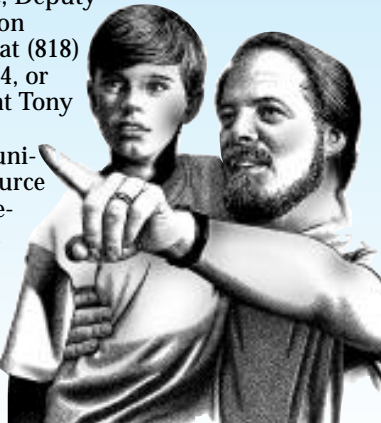
The program intervenes with the youth and his or her family, analyzes what is occurring, identifies resources to resolve the problem, and helps families achieve a more productive lifestyle. The Probation Department, in partnership with the City, provides a trained probation officer experienced in intervention and prevention programs.

Mission Los Niños has outlined the following categories that that would put youths at risk and fall within the program guidelines:

- Lives in a high crime or high violence neighborhood as identified by local or federal law enforcement agencies;
- Lives in a low economic neighborhood as defined by the U.S. Census Bureau or comes from an impoverished family;
- Is excessively absent from school, or is doing poorly in school as identified by personnel from the youth's school;
- Comes from a socially dysfunctional family as identified by local or state social service agencies;
- Has had one or more negative contacts with the police;
- Has entered the juvenile justice system;
- Is identified by the juvenile justice system as being at-risk;
- Has one or more family members at home who are current or former members of a gang or;
- Is identified as a ward of the court.

Mission Los Niños targets at-risk youth who: 1) have been cited and/or referred by the San Fernando Police Department; 2) were formally referred to the program by probation departments as part of a diversion from the juvenile justice system; 3) are referred by the local school system due to behavioral problems; 4) are referred by parents; or 5) otherwise meets the criteria of this program for at-risk youth.

For more information about Mission Los Niños, contact Lillian Carlisle, Deputy Probation Officer at (818) 898-1264, or Sergeant Tony Ruelas, Community Resource Management at (818) 898-7389.





SCHEDULE OF COUNCIL AND COMMISSION MEETINGS

CITY COUNCIL MEETING

1st and 3rd Monday, 7:00 p.m.
Council Chambers
117 Macneil St.

RECREATION & COMMUNITY SERVICES COMMISSION

2nd Tuesday, 7:00 p.m.
Council Chambers
117 Macneil St.

HISTORICAL COMMISSION

2nd Wednesday, 11:30 a.m.
Lopez Adobe
1100 Pico St.

CULTURAL ARTS COMMISSION

1st Wednesday, 7:00 p.m.
Recreation Park
208 Park Ave.

DISASTER COUNCIL

Quarterly Police Station
910 First St.

PLANNING COMMISSION

1st Tuesday, 7:00 p.m.
3rd Tuesday, 7:00 p.m. (optional)
Council Chambers

TRANSPORTATION & SAFETY COMMISSION

3rd Wednesday, 7:00 p.m.
Council Chambers
117 Macneil St.

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Earned Income Credits May Save You Money

WHAT IS THE EARNED INCOME CREDIT?

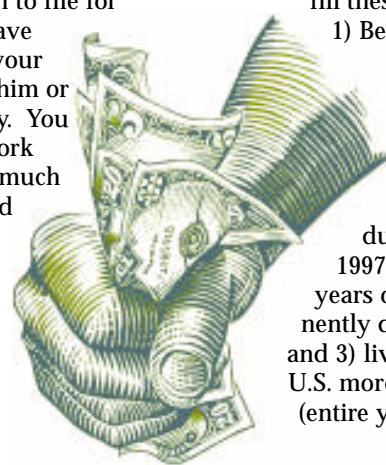
This is a special credit that the federal government has designated for qualified low-income workers. If you qualify, you pay fewer taxes or even get the money back.

WHO QUALIFIES FOR THE CREDIT?

In general, those without documents or those without a Social Security number don't qualify. There are income limits also, which depends on how many children you have.

HOW DO YOU GET IT?

Send in your tax return, even if you didn't earn enough to file for federal taxes. If you have someone else prepare your tax return, check with him or her to see if you qualify. You can also use the EIC work sheet to calculate how much credit you'll receive and fill in the correct space on the 1040, 1040A, or 1040EZ form. Fill in the EIC form and attach it to the 1040 or 1040 form only if you have a qualified child.



WHAT IS A QUALIFIED CHILD?

To qualify, the child must fulfill these three requirements:

- 1) Be a child, stepchild, grandchild, adopted child or foster child;
- 2) Was less than 19 years old at the end of 1997, or if a full-time student during five months in 1997, was less than 24 years old, or was permanently disabled during 1997; and 3) lived with you in the U.S. more than six months (entire year if foster child).

“Gateway”

From Page 1—

Phase I consisted of design and construction of the water distribution system in the Gateway area with the design performed in-house. The cost of construction was \$375,000 and this was completed February 1998.

Phase II consisted of design of the streetscape improvements (design elements 2 to 5 above). The cost of this design was \$25,000 and was completed March 1998.

City staff performed a portion of Phase III, streetscape construction, in a coordinated effort to interface with private development in the gateway area. Certain improvements were scheduled ahead so that opening of new businesses were minimally impacted. The city portion of this phase was completed October 1998 in time for the Murphy/Shelby Dodge auto dealership opening.

A ribbon cutting ceremony is planned for sometime in May or June 1999.

“Saying No to Drugs”

From Page 3—

“His son told him that drinking beer and smoking cigarettes every night was bad for his heart and lungs,” he says. “The dad's anger lessened very quickly when he realized that his son was learning this at school and he was then appreciative.”

Eley adds that even when he's off duty his students and their parents approach him all the time.

“I could be in a store, at the mall

and sure enough someone will recognize me,” he says. “Parents shake my hand and thank me for providing their children with advice that will last them a lifetime. Many parents have conveyed to me that they wish they had received this type of instruction when they were youngsters. I've been a police officer for 11 years - everything from being a patrol officer to bicycle duty to detective work - this has been my most rewarding and satisfying assignment!”

Keeping an Eye on the Environment

Recycling Helps Everyone!

The City of San Fernando provides an easy to use co-mingled recycling program for your weekly participation. Just place all items in your yellow bin - no separating necessary!

Place your yellow recycling bin at the curb, the same day that your trash is collected. Recyclables must be placed at the curb by 7:00 a.m. The recycling truck may arrive at a different time than the trash truck. If you don't have a yellow recycling bin, call Waste Management at (818) 767-5867.

You may place the following items in your yellow recycling bin:

Mixed Paper - Newspaper, magazines, cardboard, phone books, cereal boxes (with liner removed), high grade paper, envelopes, glossy paper. Do not throw in paper clips or paper products with plastics.

Glass - Any food or beverage container not used for chemical storage (colored glass is fine).

Aluminum - Cans, foils, pie tins, etc., which don't contain dirt or organic material. It's preferred that you rinse the items before placing them in the bin.

Bi-metal - Beverage and food cans. Cans larger than one-gallon size are not accepted.

PET - Plastic soda bottles or other bottles with the designated 'PET' symbol. Plastic food wrapper or grocery bags are not accepted.

HDPE - Plastic containers such as milk and water bottles. Please rinse out well any bleach or other plastic containers that had chemicals before placing them in the recycling container.

Used motor oil - Carefully pour the used oil into a clean, plastic leakproof container with a screw-on lid. Place the container inside the recycling bin. You may call Waste Management for a used oil-recycling container.

For questions on recycling/trash collection, contact Waste Management at (818) 767-5867. For household hazardous waste roundup information call the Los Angeles County Household Hazardous at (888) CLEAN LA or (888) 253-2652.

