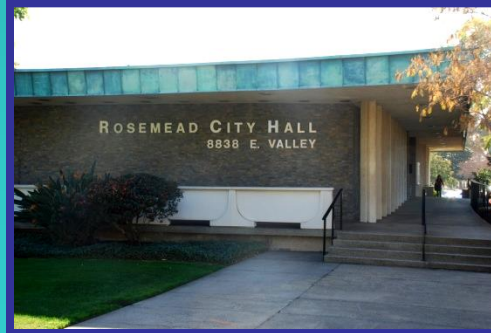


State of the City

City of Rosemead



A year of accomplishment 2008

2009 A year of possibilities

State Budget/Economy Effects on the City

- \$300,000 Community Development Commission takeaway
- Potential \$100,000 loss of COPS funds
- Sales Tax revenues down throughout State
- VLF revenue down due to slowed automobile sales

Rosemead is Doing Well

A year of accomplishment 2008

- Property Tax revenue fairly stable
- Sales Tax revenues flat
 - Better than the County-wide number of -2.6% and the Southern California total of -4.4%
- Building and Planning permit fees on target to meet projected estimates

2009 A year of possibilities

A Look At Rosemead by Business Units

- ❑ External Business Unit
- ❑ Internal Business Unit

External Business Units

- ❑ Parks & Recreation
- ❑ Public Works Services
 - Public Services
 - Engineering
- ❑ Development Services
 - Planning
 - Economic Development
- ❑ Public Safety

Parks & Recreation

- 2008 Accomplishments:
 - Developed and Expanded Community Events
 - Developed Rosemead Park Trail
 - Created Building Maintenance Fund
 - Reviewed and Revised Program Revenues
 - Developed Garvey Park Master Plan



Parks & Recreation

■ 2009 Goals

- ❑ 50th Anniversary Celebration
- ❑ Rosemead Community Recreation Center Improvements
- ❑ Develop Parks, Recreation, and Facilities Master Plan
- ❑ Historical Structures Analysis of Dinsmoor Heritage House
- ❑ Program Partnership with Boys & Girls Club and Garvey School District
- ❑ Create Youth Council
- ❑ Create Teen Recreation Program





50th Anniversary Celebration

Events

Date

- | | |
|--------------------------------------|---------------|
| ❑ Party Like its 1959 | January 31 |
| ❑ Golden Easter Egg Hunt | April 11 |
| ❑ Golf Tournament | May 8 |
| ❑ Dodger Day | June 5 |
| ❑ Independence Day Parade & Festival | July 4 |
| ❑ Rockin' Rosemead Concerts | July & August |
| ❑ 50 th Birthday Bash | August |
| 4 | |
| ❑ Halloween Oktoberfest | October 24 |

Public Works Services

A year of accomplishment 2008

- 2008 Accomplishments
 - Remodeled City Council Chambers/Exterior City Hall Improvements
 - Constructed Rosemead Park Trail
 - Implemented New Transit Service Provider Contract
 - Awarded Grant Funds for San Gabriel Blvd Pocket Park
 - Completed Garvey Avenue Bridge
 - Created New Public Works Business Unit



2009 A year of possibilities

- 2009 Goals
 - Street Resurfacing Program
 - Local Streets
 - Garvey Avenue
 - Del Mar Avenue
 - Local Streets Slurry Sealing/Curb Improvements
 - Ramona Boulevard Beautification
 - Walnut Grove Bridge Repainting
 - New Street Name Signs
 - Neighborhood Revitalization/Cleanup Events
 - Initiate Tree Planting/Tree Pruning Annual Program

Public Works Services

A year of accomplishment 2008

Engineering

■ 2008 Accomplishments

- Created new Engineering Division
- Restructured entire operation
- Streamlined entitlement process

■ 2009 Goals

- More efficient resource allocation
- Complete Pavement Management Report
- Enhance storm water pollution prevention programs

2009 A year of possibilities

Development Services

A year of accomplishment 2008

■ Planning

□ 2008 Accomplishments

- Assisted over 9,000 customers at the counter
- Processed more than 65 Entitlement applications
- Completed the General Plan

□ 2009 Goals

- Implement Pre-application process
- Update Zoning Code
- Streamline entitlement process

2009 A year of possibilities

Economic Development

- 2008 Accomplishments
 - Proposed Development Projects
 - Grocery stores / restaurants / nationally recognized retailers
 - Purchased and transformed Rosemead Inn → **The Glendon**
 - Awarded Affordable Housing grants and loans
 - Issued 3 First Time Home Buyer Program loans
 - Expended \$190,000 in CDBG Funds

Public Safety

A year of accomplishment 2008

- 2008 Accomplishments
 - 18.1% decrease in Part 1 crimes over past 3 years
 - Youthworks program contributed 705 hours of community service
 - Revitalized Neighborhood Watch
 - Enhanced crime prevention and community outreach
 - Established Community Service Officer Program



2009 A year of possibilities

Public Safety

A year of accomplishment 2008

- Goals for 2009
 - Enhance Public Safety programs
 - Recruit new volunteers
 - Increase Neighborhood Watch participation
 - Create Public Safety Academy
 - Increase interaction with business community
 - Develop and implement public safety programs to further decrease crime rates



2009 A year of possibilities

Internal Business Units

A year of accomplishment 2008

- ❑ Administration
- ❑ City Clerk
- ❑ Finance
- ❑ Human Resources
- ❑ Public Affairs

2009 A year of possibilities

- 2008 Accomplishments
 - Reviewed staff allocation and funding
 - Streamlined operational efficiencies
 - Developed a balanced budget

- 2009 Goals
 - Develop and implement measurable goals per business unit to evaluate effectiveness of programs

City Clerk

A year of accomplishment 2008

■ 2008 Accomplishments

- ❑ Launched Granicus
- ❑ Launched Laserfiche
- ❑ Conducted voter registration outreach

■ 2009 Goals

- ❑ Telecast Traffic Commission meetings
- ❑ Image historical documents
- ❑ Increase Voter Registration Outreach
- ❑ Implement School Outreach Programs

The screenshot shows a web browser window displaying the Rosemead City Council Meeting agenda for December 16, 2008. The page is titled "Rosemead City Council" and "AGENDA December 16, 2008". It includes the city's address: "5:30 PM City Hall Council Chambers, 8838 E. Valley Blvd., Rosemead, CA 91770". The agenda items listed are:

- 1. PUBLIC COMMENT - Council Member Taylor
- 2. PLEDGE OF ALLEGIANCE - Council Member Low
- 3. PROCLAMATION - Council Member Taylor
- 4. ROLL CALL - Mayor Tran, Mayor Pro Tem Nuñez, Council Members Clark, Low, Taylor
- 5. Presentation
- 6. M. Janet Chen Youth Foundation Funding Request Report - The M. Janet Chen Youth Foundation requested the City Council consider a funding request to assist with the development of a youth engagement project here in the City of Rosemead. The proposed request seeks a City contribution in the amount of \$2,000 to develop what the Foundation has termed "Operation One-Price Student Learning Program, an initiative that seeks to assemble the following activities: "Establish of a legislative voice for Rosemead youth," "Creation of a youth advisory board," "Help youth in decision making," "Encouraging youth to volunteer in the community, and assisting City efforts in the matter of youth programming. Staff fees and honoraria to be provided to grant this request on this date."
- 7. A. Municipal Code Amendment 08-01 - A Request to Amend Zoning Ordinance Section 17.2A.020(a), 17.2A.020(b), 17.2A.020(c) and 17.2A.020(d), 17.2A.020(e), 17.2A.020(f), 17.2A.020(g), 17.2A.020(h), 17.2A.020(i), 17.2A.020(j), 17.2A.020(k), 17.2A.020(l), 17.2A.020(m), 17.2A.020(n), 17.2A.020(o), 17.2A.020(p), 17.2A.020(q), 17.2A.020(r), 17.2A.020(s), 17.2A.020(t), 17.2A.020(u), 17.2A.020(v), 17.2A.020(w), 17.2A.020(x), 17.2A.020(y), 17.2A.020(z), 17.2A.020(aa), 17.2A.020(ab), 17.2A.020(ac), 17.2A.020(ad), 17.2A.020(ae), 17.2A.020(af), 17.2A.020(ag), 17.2A.020(ah), 17.2A.020(ai), 17.2A.020(aj), 17.2A.020(ak), 17.2A.020(al), 17.2A.020(am), 17.2A.020(an), 17.2A.020(ao), 17.2A.020(ap), 17.2A.020(aq), 17.2A.020(ar), 17.2A.020(as), 17.2A.020(at), 17.2A.020(au), 17.2A.020(av), 17.2A.020(aw), 17.2A.020(ax), 17.2A.020(ay), 17.2A.020(az), 17.2A.020(ba), 17.2A.020(bb), 17.2A.020(bc), 17.2A.020(bd), 17.2A.020(be), 17.2A.020(bf), 17.2A.020(bg), 17.2A.020(bh), 17.2A.020(bi), 17.2A.020(bj), 17.2A.020(bk), 17.2A.020(bl), 17.2A.020(bm), 17.2A.020(bn), 17.2A.020(bo), 17.2A.020(bp), 17.2A.020(bq), 17.2A.020(br), 17.2A.020(bs), 17.2A.020(bt), 17.2A.020(bu), 17.2A.020(bv), 17.2A.020(bw), 17.2A.020(bx), 17.2A.020(by), 17.2A.020(bz), 17.2A.020(ca), 17.2A.020(cb), 17.2A.020(cc), 17.2A.020(cd), 17.2A.020(ce), 17.2A.020(cf), 17.2A.020(cf), 17.2A.020(ch), 17.2A.020(ci), 17.2A.020(cj), 17.2A.020(ck), 17.2A.020(cl), 17.2A.020(cm), 17.2A.020(cn), 17.2A.020(co), 17.2A.020(cp), 17.2A.020(cq), 17.2A.020(cr), 17.2A.020(cs), 17.2A.020(ct), 17.2A.020(ct), 17.2A.020(cv), 17.2A.020(cw), 17.2A.020(cx), 17.2A.020(cy), 17.2A.020(cz), 17.2A.020(da), 17.2A.020(db), 17.2A.020(dc), 17.2A.020(dd), 17.2A.020(de), 17.2A.020(df), 17.2A.020(df), 17.2A.020(dh), 17.2A.020(di), 17.2A.020(dj), 17.2A.020(dk), 17.2A.020(dl), 17.2A.020(dm), 17.2A.020(dn), 17.2A.020(do), 17.2A.020(dp), 17.2A.020(dq), 17.2A.020(dr), 17.2A.020(ds), 17.2A.020(dt), 17.2A.020(dt), 17.2A.020(dv), 17.2A.020(dw), 17.2A.020(dx), 17.2A.020(dy), 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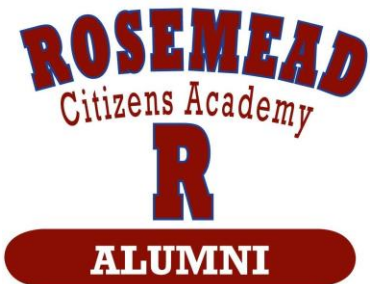
2009 A year of possibilities

Public Affairs

A year of accomplishment 2008

■ 2008 Accomplishments

- ❑ Launched the City website
- ❑ Redesigned Park and Recreation brochure
- ❑ Expanded to monthly publication of Rosemead Resources
- ❑ Distributed weekly press releases
- ❑ Conducted Citizens Academy



2009 A year of possibilities

■ Goals for 2009

- Increase methods of communication with the community
- Increase City's interaction and partnerships with local businesses
- Continue to promote City services and programs
- Implement City Council Outreach programs
- Develop Learning Lab Program on How to Navigate City Website

Human Resources

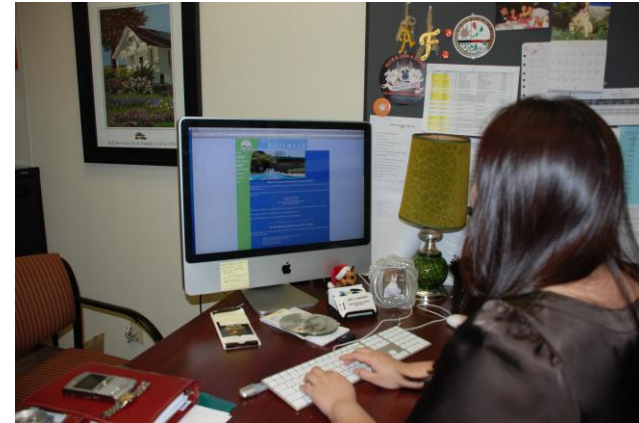
A year of accomplishment 2008

■ 2008 Accomplishments

- ❑ Negotiated a new Memorandum of Understanding
- ❑ Completed 31 recruitments

■ 2009 Goals

- ❑ Increase training in areas of customer service, technology, and management



2009 A year of possibilities

Finance/Budget

■ 2008 Accomplishments

- ❑ Awarded “Comprehensive Annual Financial Report” FY 07-08
- ❑ Developed comprehensive Capital Improvement Plan
- ❑ Modernized and streamlined operations
- ❑ Increased safety to City’s financial assets
- ❑ Created and distributed quarterly Financial Update Report
- ❑ Balanced budget while utilizing less CDC funding
- ❑ Developed a new budget book

■ 2009 Goals

- ❑ Analyze feasibility of implementing a new finance system
- ❑ Develop long-term financial plan
- ❑ Develop new investment policy

QUESTIONS?