


# City Manager's Weekly Report

*For the Week Ending Noon on Thursday, June 3, 2010*

<http://www.templecity.us>

**TO:** The Honorable City Council

**DATE:** June 3, 2010

**FROM:** Jose E. Pulido, City Manager 

**SUBJECT:** CITY MANAGER'S REPORT

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## GENERAL COUNCIL INFORMATION

### Buxton ID Update

Over the past couple of months, staff and I have been working with Buxton to take the first step towards developing a retail strategy for Temple City based on purchasing habits of our residents through the selection of three strategic trade areas at the City's borders with the cities of Arcadia and San Gabriel as well as the Los Angeles County unincorporated area. Thus far, Buxton has provided us with the demographic information breakdown for three trade areas in Temple City (i.e., Las Tunas Drive and Muscatel Avenue, Rosemead Boulevard and Emperor Avenue; as well as Live Oak Avenue and Santa Anita Avenue). This information is very important to the City because, among other things, it allows us to showcase the growth in households and population within each trade area, workplace population, population by race, population by age, and households by income (i.e., range from \$70,000 to \$90,000 depending on the trade area).

Moreover, Buxton has examined the retail potential of the three aforementioned trade areas based on the following:

- Delineating the primary drive-time trade area for each trade area;
- Segmenting customers in each trade area according to buying habits and lifestyles;
- Developing a profile of Temple City's customers within each of the three trade areas; and
- Preparing a surplus and leakage analysis for eleven major store types and forty-nine minor store types for the trade area.

Of particular importance to the City is the preparation of the "Retail Leakage and Surplus Analysis" (a.k.a. "Gap Analysis" or "Supply and Demand Analysis") which examines the quantitative aspect of the community's retail opportunities. This document will serve as a guide to understand retail opportunities in Temple City and aid in the following:

- Indicating how well the retail needs of local residents are being met;
- Uncovering unmet demand and possible opportunities;
- Understanding the strengths and weaknesses of the local retail sector; and
- Measuring the difference between actual and potential retail sales.

The collective purpose of these analyses is to develop Temple City's Customer Profile which is a snapshot of the customers that reside in Temple City's trade areas. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's goods and services are being met within the trade area. By overlaying Temple City's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, they are able to identify major categories of retail that are candidates for location in Temple City. This matching provides the basis for determining Temple City's viability to attract national retailers and restaurants and forms the basis for Buxton's recommendations and conclusions. With this analysis and Buxton's recommendations, the City will be in a better position to make informed decisions about Community Redevelopment Agency's (CRA) investments in infrastructure that focuses limited resources in trade areas that have a higher retail development potential.

The next step in this project is to prepare the retail matching phase where an opportunity list of retailers will be filtered by:

- Whether or not the retailer currently placing stores on the ground in comparable markets;
- Square footage requirements;
- Retail trends;
- Psychographic profiles; and
- Density of the area and competition in surrounding areas.

To conclude this project, Buxton will be providing the City with customized retail recruitment marketing materials (a.k.a. "Pursuit Packages") aimed at those retailers that are a match for Temple City.

### **2010 Goal Setting and Strategic Plan Update**

As was reported in the May 13, 2010 City Manager's Report, I had anticipated placing a copy of the Draft Strategic Plan on the City webpage by May 20, 2010 for the public's review. However, consistent with Dr. Mathis' contract to provide the City with a Strategic Goals Framework, last week I received a 75% completed Draft Strategic Plan which I have been working on, between everything else, and have made some progress on. Thus far, I have completed the Values Section of the Draft Strategic Plan and below is a sampling of that section:

#### **➤ RESPECT & CARING is...**

- Appreciating the City, its history and culture.
- Treating others the way we want to be treated (mutual respect, the Golden Rule).
- Listening to understand.
- Being tolerant of differences.

➤ **INTEGRITY, HONESTY & TRUST is...**

- Transparent governing, while welcoming public participation
- Being honest, impartial and fair.
- Leading by example to instill public trust.
- Taking responsibility.
- Encouraging public participation and dialogue.
- Honoring commitments.
- Reporting out on accomplishments and challenges

➤ **PROFESSIONALISM & PROGRESSIVENESS is...**

- Knowing your job and knowing it well.
- Responding quickly, efficiently and with a smile.
- Being credible.
- Recognizing change as an opportunity.
- Fostering best practices rather than emulating them.
- Using technology as a means for new and effective ways to do city business.

➤ **BEST OF CLASS is...**

- Raising expectations and continually setting the bar high.
- Continuous learning and improvement.
- A commitment to excellence, innovation and service.
- Believing that responsive government is our first priority.
- Always doing our best.

➤ **INGENUITY & VISION is...**

- Our authenticity as a city.
- Thinking outside the box.
- Creating history.
- Joining forces with other organizations for a shared, common goal.
- Perseverance despite minor set-backs.
- Placing a premium on life-long learning.
- Understanding that citizen input is an integral part of shaping our community.
- A guide for the future of Temple City.
- Making this Strategic Plan a reality, not a paperweight.

I anticipate that by next week, I will have completed the remaining sections of the Draft Strategic Plan which will definitely be placed on the City webpage. Please stay tuned to this City Manager's Report for more information regarding the evolution of the City's Draft Strategic Plan.

## **Temple City 50<sup>th</sup> Anniversary Celebration**

Kind notes continue to come in to the City Council and staff on the huge success of the City's 50<sup>th</sup> Anniversary Celebration. This week, staff received a note from the longest tenured City Manager Karl Koski thanking staff for a very memorable occasion.

*The indicated writers have submitted the following items. All have been reviewed and approved (but may have been edited) by the City Manager.*

### **Department of Community Development** (Community Development Manager Lambert)

#### **Habitat for Humanity Brush with Kindness Program Update**

In December 2009, the City Council approved a partnership with Habitat for Humanity to create the Brush with Kindness home rehabilitation program. The City Council allocated \$50,000 in Community Redevelopment Agency (CRA) funds for this program. Staff was directed to work with Habitat for Humanity to draft a formal agreement approving the program, and return to a future City Council meeting for contract approval. The draft agreement has recently been approved by both the City Attorney and Habitat's attorney and will be placed on the July 6, 2010 City Council Agenda for final approval. The \$50,000 allocated for this program has already been included in the fiscal year 2010-2011 budget.

#### **Tiff Gas Station at 9425 Las Tunas Drive**

The new Tiff Gas Station (formerly Shell) at 9425 Las Tunas Drive recently obtained approval for their business license and signage applications and is now open for business. The new business owner Ahmed Rabadi has future plans to add a mini mart and car wash component as space on the property and zoning requirements allow.

### **Department of Financial Services** (Financial Services Manager Molina)

#### **Investment Policy**

As required by law, every year the City Council must approve a new Investment Policy. In past years, the City only invested its idle funds with Local Agency Investment Funds (LAIF). Due to the decreasing rate in LAIF, beginning in FY 2008-09, the City changed its Investment Policy to include Certificate of Deposits (CD's). During FY 2008-09 an amendment was made to the Investment Policy to allow the City to purchase CD's with maturity ranging from 30 days to 24 months.

The City has been advised by Morgan Stanley to increase the maturity range from 24 months to 60 months for higher yields on investments. Changes to the Investment Policy for FY 2010-11 include allowing the City to invest in CD's with maturity ranging from 30 days to 60 months. The adoption of the amended Investment Policy will be included on the June 15, 2010 City Council Consent Calendar.

**Department of Parks & Recreation** (Director of Parks & Recreation Burroughs)

**Temple City in Outer Space**

Astronaut Steve Lindsey will be the commander of the upcoming space shuttle flight in September. Steve grew up in the Temple City area and attended Temple City schools. His family still resides in the area. Steve's mother contacted staff this week informing us that Steve would like to take something from Temple City on the shuttle flight to commemorate the City's 50<sup>th</sup> anniversary. The item must be flat and relatively small. We will be offering Mrs. Lindsey a few items for Steve to take on the mission including a 3' x 5' Temple City flag, a 50<sup>th</sup> anniversary pin and key chain, and a 50<sup>th</sup> anniversary logo patch. Mr. Lindsey was invited to attend the 50<sup>th</sup> anniversary dinner; unfortunately, his schedule did not allow him to attend. Needless to say we are thrilled that Temple City's 50<sup>th</sup> anniversary will be commemorated in this way.

**Beach Blast Dance**

The final teen dance of the school year takes place this Friday, June 4, 2010, from 7 – 9 p.m. at the Live Oak Park Community Center.

**Summer Concert Series**

Students from Oak Avenue Intermediate School will take the stage next Saturday, June 12, 2010 in a traditional pre-summer concert featuring their band and orchestra. The concert begins at 4 p.m. in the Performing Arts Pavilion.

**Temple City Park Walkway Lighting Retrofit Project**

The Temple City Park lighting project has been completed. New wiring was pulled to all of the walkway lighting poles and new fixtures were installed. The contractor has submitted two change orders. The first was for the purchase of adaptors for the light fixtures necessary due to an error in the bid documents, as well as additional work required to repair pole foundations. That change order has been approved by staff as it was necessary for the completion of the project and within the contingency amount approved by the City Council. The second change order is additional work to trench and locate conduits, and to clean and repair conduit related problems. During construction, the contractor discovered several areas where concrete had been poured into, or allowed to enter into, the conduit. The additional work is not required but would remedy this problem and hopefully, eliminate future issues with the electrical wiring in the park. Because the amount of this change order is relatively low staff plans to have this work completed as a maintenance and repair item through the department's operating budget. Sufficient funds are available in the Fiscal Year 2009-10 City Budget maintenance and repair account to complete this project and to ensure that this beloved City facility remains safe for the public for many years to come.

### **Live Oak Park Playground Equipment**

The City Council will be asked to approve the design and specifications for new playground equipment at Live Oak Park at their June 15, 2010 meeting. Funds are included in the Fiscal Year (FY) 2009-2010 Capital Improvement Program (CIP) budget for this purpose. The project consists of removing one piece of old equipment that has been damaged over the past 13 years and replacing it with new climbing equipment. In addition, staff is hoping to repair several areas of playground surfacing in the vicinity of where the equipment will be removed and replaced. If funds are available, after the bids are received, the entire rubber surfacing surrounding the equipment in that area of the playground will be replaced. If sufficient funds are not available, the surfacing will be patched to repair several holes in the surfacing.

### **Department of Public Services** (Public Services Manager Bill Tidwell)

#### **Traffic Signal Project Updates:**

- **Temple City Boulevard at Ellis Lane**

The installation of the new traffic signal is now scheduled for June 7, 2010. Traffic striping is scheduled for 10 a.m. and signal activation for 1 p.m. on June 15, 2010. This signal will have the pedestrian countdown feature.

- **Temple City Boulevard at Las Tunas Drive & Baldwin Avenue at Olive Street**

The City Council approved this project at the May 4, 2010, City Council meeting. The bid opening for the signal upgrades on Temple City Boulevard at Las Tunas Drive and Baldwin Avenue at Olive Street was held on Tuesday, June 1, 2010 at 10:00 a.m. in the Civic Center. The low bid is now being certified to present to the City Council for award of the contract. The scope of work consists of traffic signal modifications, which includes left-turn phasing, safety lighting and the pedestrian countdown feature at these intersections.

#### **New City Services Representative**

The Los Angeles County, Department of Public Works has announced the assignment of a new City Services Representative for the City of Temple City. On June 1, 2010, John Huang assumed the responsibilities from Menerva Ariki. Mr. Huang was previously the City Services Representative for the West San Gabriel Valley Cities and has ample experience in providing required services to customer cities. Schedules are currently being checked to arrange an introductory meeting for the Public Services Department.

**PREVIEW OF UPCOMING CITY COUNCIL MEETING AGENDA ITEMS**

**JUNE 15, 2010 MEETING**

CITY CLERK

**Commission Appointments/Reappointments**

COMMUNITY DEVELOPMENT DEPARTMENT

**Planning Commission Actions of May 25 Meeting**

**LA County Solar Power Energy Grant Program Reso**

**Approval of Final Map 68247**

FINANCIAL SERVICES DEPARTMENT

**Approval of Investment Policy**

**Fourth Quarter Budget Amendments**

MANAGEMENT SERVICES DEPARTMENT

**Survey Raffle for Free Trash Service**

PARKS AND RECREATION DEPARTMENT

**Approval of Joint Use Agreements with School District**

**Authorization to Bid Playground Equipment**

PUBLIC SERVICES DEPARTMENT

**Award of Contract – Traffic Signal Upgrade**

**Adoption of Ordinance - Municipal Code Amendment re Parking Permit Process; and 2) Reinstatement of Public Safety Commission**

**JUNE 29, 2010 (SPECIAL MEETING)**

ALL DEPARTMENTS

**Annual Service Agreements**

FINANCIAL SERVICES DEPARTMENT

**Public Hearing: Adoption of FY 2010-11 Budget, Gann Limitation, etc.**

PUBLIC SERVICES DEPARTMENT

**Public Hearing: Adoption of Temporary Overnight Parking Permit Fee Structure**

**JULY 6, 2010 MEETING**

CITY CLERK

**Street Banner Request – St. Luke School**

COMMUNITY DEVELOPMENT DEPARTMENT

**Planning Commission Actions of June 8 Meeting**

**Planning Commission Actions of June 22 Meeting**

**Agreement with Habitat for Humanity – Rehab Program**

FINANCIAL SERVICES DEPARTMENT

**Financing Authority Annual Meeting**

MANAGEMENT SERVICES DEPARTMENT

**Introduction of T.C. Sister City Students**

**Chamber of Commerce Monthly Update**

PARKS AND RECREATION DEPARTMENT

**Parks & Recreation Commission Actions of June 16 Meeting**

PUBLIC SERVICES DEPARTMENT

**Authorization of Grant Application – Safe Routes to School**

**Approval of MOU with SGV Volunteer Center**

**Public Hearing: Establishing Levy and Ordering Assessments for Citywide Lighting and Maintenance District**

## TEMPLE CITY CRIME BLOTTER

MAY 26 thru MAY 31, 2010

### May 26, 2010

**Petty Theft:** At approximately 2:50 p.m., two females were observed by loss prevention officers stealing a pair of sandals and a memory card from the "K-mart," located at 5665 Rosemead Boulevard. As the females exited the store, loss prevention officers identified themselves and asked the females to step back into the store. Both females ignored the officers and began walking southbound through the parking lot to eastbound Broadway.

Loss prevention officers flagged down a deputy and advised him of the female's description and direction of travel. A female matching the description was detained in the 5600 block of Sultana Avenue, and was positively identified by the loss prevention officer as one of the females involved. After further investigation, the 22 year old female from Azusa was arrested for petty theft. The second female is still outstanding.

### May 27, 2010

**Narcotics Arrest:** At approximately 1:40 a.m., deputies detained a male on a bicycle at Lower Azusa Road and Cloverly Avenue, for riding a bike at night without a headlight. During their contact, they recognized the male displayed similar symptoms consistent with those under the influence of a stimulant and detained him pending a narcotics investigation. After further investigation, the 19 year old male from Temple City was arrested for being under the influence of a controlled substance.

### **Public Intoxication:**

While on patrol in the area of Broadway and Rosemead Blvd., deputies observed a male stumbling as he walked down the sidewalk. When deputies stopped to check on his welfare, they smelled a strong odor of alcohol emitting from his breath and person. Due to the male's level of intoxication and not being able to care for himself, the 37 year old male from Temple City was arrested for public intoxication.

## May 29, 2010

**Vehicle Burglary:** Between 8:20 p.m. and 9:30 p.m., a vehicle burglary occurred in the south parking lot of "Live Oak Park," 10144 Bogue Street. Three backpacks containing books and four duffle bags containing clothing were taken from the vehicle. Entry was made when the suspect or suspects picked up the victims keys that were lying on the ground while he played basketball.

**Grand Theft:** Between 2:00 p.m. and 5:00 p.m., a grand theft occurred in the 10200 block of La Rosa Drive. The victim stated that while trying to sell her home, the realtor hosted an open house for the day. During the event, person(s) unknown stole her sons lap top computer from his desk in his bedroom. The loss was estimated at \$800.

## May 30, 2010

**Narcotics Arrest:** While on patrol near Rosemead Blvd., and Broadway, deputies contacted a 24 year old male from Temple City for jaywalking. During the contact, deputies recognized symptoms consistent to those of someone under the influence of a controlled substance and detained the male pending a narcotics investigation. After further investigation, coupled with the male admitting to using crystal methamphetamine, he was arrested for being under the influence of a controlled substance.

