



END OF THE YEAR REPORT | 2018

Accomplishments

PRESENTED BY KENNETH W. STRIPLIN, CITY MANAGER



City of
SANTA CLARITA



It is my honor to serve as your City Manager. 2018 has proven to be yet another successful year for Santa Clarita's residents and business community as we have enjoyed many accomplishments, and have made great strides toward a prosperous future for our City. The leadership of the City Council has been imperative in the success we have realized over the last year.

AWARDS AND RECOGNITION

- Received two Helen Putnam Awards from the League of California Cities in the category of “Intergovernmental Collaboration” for the Community Court program and in the category of “Excellence in City-Business Relations” for the Business Incubator program. Santa Clarita has received more Helen Putnam Awards than any other city in California, bringing our total to 17.
- Ranked as the most “Business Friendly” City in the county by the Los Angeles County Business Federation (BizFed).
- Received the American Public Works Association High Desert Branch Outstanding Project of the Year for the Old Town Newhall Parking Structure.
- Ranked one of the Healthiest Cities in the State in the 2018 City and Community Health Profiles.
- Rated as a Top 10 City in the nation for the lowest amount of property crime based on FBI crime reports by Reviews.org.
- Ranked third in the nation by PennyGeeks as Best Places to Live in the United States.
- Received the 28th consecutive Tree City USA Award.
- Received the National Institute for Public Procurement (NIGP) – Achievement of Excellence in Procurement. This is the eighth time the City has received this award in recognition of its purchasing policies and practices and marks the fifth consecutive year Santa Clarita has been recognized.
- Received three awards from the California Association of Public Information Officials in the category of “Crisis Communications” for the Heads Up campaign, “Special Event” for the Las Vegas Vigil and “Best Social Media” for Sammy Clarita.



- Received five awards from the City-County Communications & Marketing Association (3CMA) in the category of “Most Innovative” and “Best Marketing Plan” for Sammy Clarita, “Graphic Design” for State of the City newsletter, “Special Event” for the Las Vegas Vigil and “Best Communication Plan” for the Heads Up campaign.



- Named 22nd in Retail Sales out of 480 cities in California by the California Retail Survey. This is within the top five percent of cities in the state. Additionally, the City is one of only 42 cities with a retail market above \$2 billion, higher than Beverly Hills, Burbank and Pasadena.
- Kosmont-Rose Institute Cost of Doing Business Survey ranked Santa Clarita among the best cities for doing business in Southern California.
- Received a Beacon Spotlight Award from the Institute for Local Government for Natural Gas Savings.
- The Stolen Collection was voted Ad Campaign of the Year by the Santa Clarita Valley Business Journal.



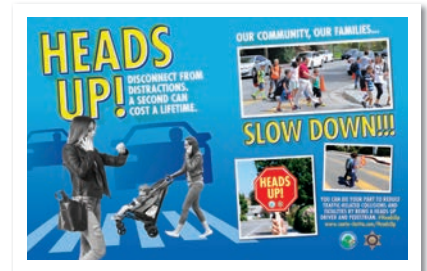
GOOD FINANCIAL STEWARDSHIP

- For 2018, general fund operating reserves remained at 20 percent, and totaled \$16.9 million. The City has continued to adopt an on-time and balanced budget every year since incorporation.
- Through proactive planning and strategic investments, the City continues to maintain nearly 90 percent in assets for Other Post-Employment Benefits (OPEB) liabilities.
- The City reaffirmed AAA credit rating by Standard & Poor’s.
- Received the 24th consecutive Certificate of Excellence Award from the Association of Public Treasurers of the United States and Canada for our Fiscal Year 2018-2019 Investment Policy.
- Received the 29th consecutive Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA) for our Comprehensive Annual Financial Report (CAFR).

- Received the District Transparency Certificate of Excellence by the Special District Leadership Foundation for its outstanding efforts to promote transparency and good governance.
- Implemented a 10 year funding strategy to pay down the CalPERS Unfunded Actuarial Liability (UAL) targeting a 90 percent funded status.
- Completed the issuance of \$15.3 million in bonds for the purchase of 16,125 streetlights from Southern California Edison.

PUBLIC SAFETY

- Reduced Part 1 Crime by nearly 20 percent in 2018 and continued the implementation of the multi-year Crime Reduction Plan that prevents and combats crime, as well as maintains the City’s “Safe City” designation.
- The Drug Free Youth in Santa Clarita Valley (DFY in SCV) program for the 2018-19 school year implemented new elements at both the elementary schools and high schools. Through the new programs over 17,000 students within the Santa Clarita Valley have been reached.
- Continued implementation of the Traffic Safety Plan which included the “Heads Up” communication campaign that aims to significantly reduce vehicle and pedestrian collisions throughout the City. Following a 9 percent decrease in 2017, the collision rate is projected to decrease by another 12 percent by the end of 2018, in addition to zero pedestrian or bike fatalities.
- Achieved a 74 percent accident reduction from nine traffic signal modifications – notable completed projects included:



- Soledad Canyon Road and Gailxy Avenue – restricted left-turn movement to enhance safety along the corridor.
- Soledad Canyon Road and Ruether Avenue – accommodated two left-turn lanes for westbound traffic.
- Soledad Canyon Road and Rainbow Glen Road – added one additional northbound left-turn lane.
- Sierra Highway and Golden Valley Road – added a second northbound left-turn lane.
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- Acquired and installed two new automatic license plate readers (ALPRs) in the community to assist with capturing stolen vehicles at the intersections of Railroad Avenue and Market Street and Soledad Canyon Road and Commuter Way.
- Added one full-time deputy position to continue driving both crime and the traffic collision rates down.
- The Sheriff's Station issued 15 percent more traffic citations in 2018, contributing to further reduction in collisions.
- Continued operation of the Domestic Intervention Violence Education Resource Team (DIVERT) to reduce and prevent domestic violence in Santa Clarita. Domestic violence reports were reduced by ten percent in 2018.



- Constructed raised crosswalks and medians at three existing locations along Creekside Road and reduced the posted speed limit to 25 mph.
- Installed speed cushions along Abelia Road, between Begonias Lane and Jasmine Valley Road and Thompson Ranch Drive, between Sand Canyon Road and Spencer Drive.
- Held active shooter training in partnership with the Los Angeles County Sheriff's Department Tactics and Survival Training Unit in June 2018 for City staff. This training focused on how staff can prepare for potentially violent incidents.

- Acquired a match grant from Ring, Inc. to launch the Ring doorbell program, which provided a \$100 subsidy to 500 households to increase security and prevent property crime.



- Partnered with the Los Angeles County Sheriff's Department psychologist and conducted a Mental Health 101 training for deputies and city staff to understand and identify mental illness and shared strategies for effective interactions.
- The City's Community Preservation Division conducted five public outreach meetings to educate residents on trending neighborhood issues and provided information on available resources in Newhall, Canyon Country and Saugus. A sixth meeting is scheduled for December.
- Completed a Medical Point of Dispensing Plan (MPOD) training and exercise with

interagency partners Los Angeles County Sheriff, Los Angeles County Fire, Los Angeles County Public Health and City staff.

- Hosted the Parent Resource Symposium; the eighth installment of the Heroin Kills series. The symposium was held at City Hall for the first time, and served as an opportunity to educate and inform parents about drugs and encourage them to be proactive participants of helping Santa Clarita students make good choices.
- Installed new surveillance cameras at the Newhall Community Center and Old Town Newhall Parking Structure, and upgraded the security access system at the Transit Maintenance Facility.
- Launched the Community Task Force on Homelessness.
- Utilizing grant funding, completed a detailed local homeless solutions strategic plan.



BUILDING AND CREATING COMMUNITY

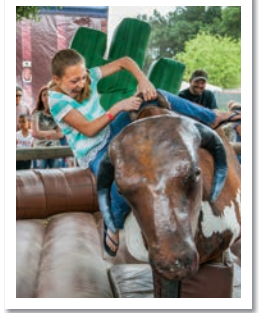
- Approved a grant of \$75,000 to Homes 4 Families to continue their programs and services for the community.
- Completed the site selection for the Saugus Library and Arts Center and continued the property acquisition process.
- Completed upgrades by replacing traffic signal controllers to the Traffic Operations Center in 21 intersections.
- Completed and certified the Environmental Impact Report (EIR) for alternative alignment for the Dockweiler Drive extension project.
- Completed the construction of Phase V of the Sand Canyon Trail that included the construction of the trail and installation of lodge pole fencing along Sand Canyon in front of MacMillian Ranch.
- Continued construction of the Newhall Ranch Road Bridge widening. The project is anticipated to be completed in early 2019.

- Developed the 2019 Arts Commission Work Plan. The updated plan identified five priorities for the coming year, including beginning to explore a museum in Old Town Newhall, developing the Santa Clarita Valley’s historic assets as a collection of attractions, adopting a three-tier process for arts grants and public art, developing a creative industries directory and increasing culturally diverse programming.
- In 2018, several Arts Master Plan recommendations were completed, including the convening of a Citywide arts education collaborative, the hiring of two “on-call” artist consultants, LaBasse Projects from Los Angeles and Keane on Art from San Francisco, who advise the Arts Commission and staff on major public art projects, the development of a partnership with the Newhall School District on the Newhall Auditorium venue and development of an amphitheater feasibility study.
- Completed the construction of a 6 acre archery range within the Haskell Canyon Open Space.
- Completed the groundbreaking for the Sheriff’s Station and began rough grading.
- Completed the acquisition of five privately owned parcels for the Canyon Country Community Center. Additionally, the demolition work for the three buildings on these parcels that contained ten relocated businesses, was completed as a part of preparation for construction. Two billboards were also removed as a requirement of this project.
- The Thursdays at Newhall series hosted 64 free events from January to October 2018. Attendance for all events totaled approximately 35,000 in 2018, which is an increase of 5,000 compared to 2017.
- Over 5,000 volunteers assisted with City events and programs with a work value exceeding \$1.65 million.
- The City hosted the fourth annual Summer Bash in Canyon Country drawing over 2,000 residents who enjoyed live music, food trucks and fun family activities.
- Continued the management and operations of The MAIN (Municipal Arts In Newhall) in Old Town Newhall as an arts venue. The MAIN serves as a mini-arts center for the community and has featured music, comedy improv, theater and visual arts in the lobby gallery and serves as a welcome center for visitors to the area.



ENHANCING ECONOMIC VITALITY

- The 25th annual Cowboy Festival was held in Old Town Newhall and William S. Hart Park for the third time, drawing over 13,500 attendees. For the first time, the admission to the festival activities held at Hart Park were free to the public, which resulted in an increase in attendance of approximately 1,500 patrons.
- In Fiscal Year 2017-18, tourism advertising campaigns and targeted event attraction helped Santa Clarita hotels generate nearly \$3.5 million in Transient Occupancy Tax over the previous fiscal year, which was the third highest total in City history.
- The Bear Grylls Survival Challenge, Battle Los Angeles Flag Football Championship, and a multitude of ice hockey tournaments and regional events combined brought 60 significant tourism events to Santa Clarita, generating over 3,800 trackable room nights.
- Several new retailers made Santa Clarita their home. In 2018, Nordstrom Rack, The Canyon Santa Clarita, Black Bear Diner, EMC Seafood & Raw Bar, TJ Maxx, Bunker Hill Bar & Grill, Bitter Root Pottery, Pandora, Journeys Kidz, Telcobrewery and KIA auto dealership, all opened their doors. The following establishments are expected to open in the near future: Miniso, Crazy Otto's (second location) and Galpin Porsche.
- Old Town Newhall welcomed new retailers in the past year including Soapish, The Old Town Junction, Voo Doo Vinyl, Re/Max Gateway, Eighth and Main Hair Lounge, Earth Baby Boutique, Board + Brush and the newly rebranded Smokehouse on Main Street.
- The Redevelopment Block achieved a number of key milestones in 2018. The Old Town Newhall parking structure opened to the public in May 2018. Newhall Crossings and Laemmle Theatres are both under construction and will open in 2019.
- The Business Incubator continues to grow. Since the inception of the program, four companies have been established and 22 jobs have been created. In 2018, the Business Incubator focused on bringing three new tenants into the program, and graduated a tenant early after they obtained a lucrative aerospace contract.
- Completed the Broadband Feasibility Study, which examined the current status of business Internet broadband services and provided recommendations to increase access, speed, and affordability to meet the demands of local businesses for truly high-speed Internet services.
- There were 89,863 jobs in the City in the first quarter of 2018, an increase of over 4,000 jobs (five percent) when compared to the first quarter of 2017.



- The number of businesses in our community grew to 7,094 in the first quarter of 2018, an increase of over two percent compared to the first quarter of 2017.

- In Fiscal Year 2017-18, the City issued 560 film permits which resulted in 1,377 film days, generating an estimated economic impact of \$33,092,000 and \$443,000 in direct revenue.

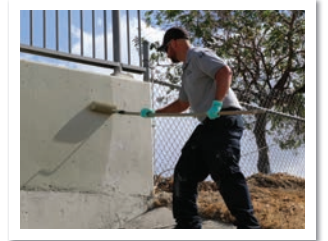


- Annexed the Plum Canyon/Skyline Ranch area from the County of Los Angeles. This marks our largest land area annexation to date, totaling 3,118 acres. This annexation brings the total City land area over 70 square miles, adding an estimated 6,100 residents to the City.

- Completed the Housing Element Annual Progress Reports to the California Department of Housing and Community Development.
- Construction activities commenced on the new Senior Center, Oakmont Senior Living in West Creek and Aliento and Galloway senior residential communities.
- Construction activities continued at Needham Ranch and design review approvals were granted for five buildings totaling 761,000 square feet of state-of-the-art warehouse and manufacturing space.
- Completed the construction of the new inpatient tower at Henry Mayo Newhall Hospital, with state licensing anticipated in spring 2019.
- Adopted the Senior Mobile Home Park Overlay ordinance that limits the conversion of existing senior mobile home parks to all-ages parks.
- Adopted amendments to the Municipal Code regulating cannabis-related land uses in the City.
- Completed the Facey/Providence Health Care facility at Soledad Canyon Road and Mammoth Lane.
- During the 2018 summer season, the Santa Clarita Transit Beach Bus serviced 1,397 trips to and from Santa Monica Pier.
- Introduced the Semester Student Bus Pass in partnership with College of the Canyons, and have sold 203 passes and provided 9,654 student trips between August and October.
- Facilitated discussions between Santa Clarita employers and the Antelope Valley Transit Authority to establish commuter bus service from the Antelope Valley to the Valencia Industrial Center. This builds on previous efforts to create private vanpools from Antelope Valley to Santa Clarita.

COMMUNITY BEAUTIFICATION

- Completed the refurbishment of medians along Railroad Avenue between Oakridge and Drayton and construction of the median on Magic Mountain Parkway; this included replacement of plant materials and an updated drought tolerant design and modified irrigation.
- The City's Community Preservation Division cleared 276 sites between January to October 2018, with approximately 197,600 pounds of trash and debris removed from encampments on public and private properties. This reflects an 80 percent increase in the amount of sites cleared and a 33 percent increase in the amount of trash removed, when compared to the same time frame in 2017.
- Successfully renovated all playing fields throughout the parks system with new grass seed, soil conditioning and amendments. Additionally, two multipurpose fields at Central Park were renovated, inclusive of re-grading the fields with laser leveling equipment.
- Installed 725 new trees along major thoroughfares, residential areas and within parks, including the Earth Arbor Day and Santa Clarita 9/11 Remembrance events, as part of the Citywide Reforestation program.
- Completed Phase I and II of the Orchard Village Median Improvement Project.
- The City's Community Preservation Division removed 13,417 graffiti tags between January and October 2018. This represents a 22 percent increase in removals when compared to the same time frame in 2017. Six percent of removals were in response to public requests, 94 percent were completed proactively.
- One open space acquisition was completed in 2018, preserving approximately 176 acres in the San Francisquito Open Space in an area slated for the development of 37 homes within a significant ecological area important to plant and wildlife species.
- Completed three new improvements in the Newhall Pass Open Space, including the McHaddad Trailhead, the Gateway Cabin Trail, and the 2.7 mile trail from Gateway to Wildwood.
- Opened the 1.7 mile Taylor Loop that has increased trail connectivity to Towsley Canyon at Rivendale Park and Open Space, and trail improvements for mountain bike activities were completed in East Walker Ranch.
- The City's Community Preservation Graffiti Removal staff made 20 education presentations to community members and, in conjunction with the Los Angeles Sheriff's Department, completed ten surveillance operations to deter graffiti vandalism.



SUSTAINING PUBLIC INFRASTRUCTURE

- Completed the 2017-18 Overlay and Slurry Seal projects addressing 96 residential streets and four arterials, including McBean Parkway, from Avenue Scott to Copper Hill Road, Newhall Road, from McBean Parkway to Valley Center Drive, Soledad Canyon Road, from Sierra Highway to Sand Canyon Road, and Dickason Drive, from Newhall Ranch Road to Decoro Drive, utilizing an \$11.5 million budget.
- Replaced 452 batteries for battery back-up systems at 113 intersections.
- Reduced the sidewalk repair backlog by 751, while proactively identifying 232 sidewalk displacements as a part of the Annual Concrete Rehabilitation Program.
- The City continues to replace its fleet of aging vehicles, as well as diesel powered commuter buses with those powered by compressed natural gas (CNG). This past year, the City took delivery of ten new CNG dial-a-rides, three CNG powered commuter buses, and four CNG powered local buses. With this delivery, 18 of our 30 commuter buses are CNG, and all 56 local buses and 21 Dial-A-Ride buses are CNG. To further minimize the impact of the diesel powered buses still in our fleet, we recently switched over to renewable diesel. This fuel is produced from plant, fish, and recycled cooking oil and burns much cleaner than petroleum based diesel.
- Completed the installation of 29 new benches, 8 shelters and 29 trash receptacles at bus stops around the City as a part of the City's Bus Stop Improvement Project.
- Completed the retrofit of 530 City-owned Highway Safety Lights to LED fixtures at intersections throughout the City.
- Installed 21 new streetlights on Bouquet Canyon Road between Alamogordo Road and Centurion Parkway.
- Completed refurbishment of the play structure at the Activity Pool at the Aquatics Center.
- Completed the installation of a fast-fill electric vehicle charging station at the Soledad Canyon Metrolink Station.
- Continued a comprehensive analysis of all parks to determine a schedule for older parks and trails in need of rehabilitation.
- Completed an update of all available firmware on networking infrastructure Citywide, greatly enhancing security for the City's entire network.



- The City's Traffic division completed four restriping projects along six roadway segments to improve capacity, safety and traffic flow including:
 - Whites Canyon Road and Plum Canyon Road – refurbished deteriorated road pavement markers.
 - Via Princessa and Jason Drive – added a third westbound through lane.

PROACTIVE, TRANSPARENT, AND RESPONSIVE GOVERNMENT SERVICES

- For the 19th year, we continued our efforts to prevent operation of the CEMEX mine in Soledad Canyon. We successfully secured language in the 2018 Fiscal Year Omnibus to protect Soledad Canyon from future mining, subject to valid existing rights.
- Continued efforts related to California High-Speed Rail Authority project to ensure that any alignment selected as the preferred route through the environmental review process is the least impactful to Santa Clarita.
- Worked with County of Los Angeles Fifth District Supervisor Kathryn Barger and her staff to identify and develop partnership opportunities; including continued development of the new Sheriff's Station, ensuring the City receives an appropriate level of homeless services funding from Measure H, coordination of Supervisor Barger's inaugural SCV Transportation Summit and obtained Metro Board of Directors approval for a \$500,000 study of the Metrolink Antelope Valley Line.
- Developed a Legislative Matrix for bill tracking. We tracked approximately 130 state bills and nine federal bills during the 2017-18 legislative session. We also increased the number of federal and state bills that staff is tracking and bringing more bills to City Council for adoption of formal positions. Lastly, we placed the Legislative Platform and City Council actions related to specific bills on the City's website for increased transparency by making information readily available to the public.
- Implemented a new records management software, Infolinx, replacing the outdated software, OmniRim.
- Completed the Needs Assessment Report for the procurement of a new Citywide financial system.
- Successfully completed the transition from contracted public library services to City-staffed and operated public library services. This also included implementing a new integrated library system, Polaris.
- As a part of the public library transition the Old Town Newhall Library became a Passport Acceptance Facility in July.

- Launched the City’s first Land Management and Asset Management systems using Accela. This new system is used by divisions such as Building and Safety, Planning, and Engineering Services to address the needs of our residents when it comes to planning, building permits, inspections and code enforcement.

BEHIND THE SCENES

- City staff processed over 17,706 Resident Service Center (RSC) requests from residents and continued our tradition of providing a high level of customer service. This year:
 - 87 percent of residents have rated Employee Effectiveness either “good” or “superior”
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 - 87 percent of residents have rated Response Time either “good” or “superior”
 - 89 percent of residents have rated Employee Courtesy either “good” or “superior”
 - 87 percent of residents have rated Expectations Met either “met” or “exceeded”
- The City’s Planning Division entered more than 1,477 over the counter plan checks and 226 Master Cases for minor and conditional use permits and assisted over 5,600 people at the Permit Center.
- The City’s Purchasing Division solicited for over 90 various projects, equipment replacements and services to be completed.
- The City’s Clerk and Contract Services Division processed over 880 contracts and completed 941 public records requests.
- The City’s Community Preservation Code Enforcement Officers have addressed 4,080 code enforcement cases between January and October 2018. This reflects a 17 percent increase in the amount of cases addressed, when compared to the same time frame in 2017.
- The City’s Preservation Parking Enforcement Officers have addressed 7,765 RSC requests between January and October 2018. This reflects a 33 percent increase in the amount of RSC requests addressed, when compared to the same time frame in 2017.
- The City’s Special Districts Division responded to approximately 2,300 tree-related and 2,435 Landscape Maintenance District service requests and pruned 17,000 trees.
- The City’s Traffic Division responded to over 460 traffic related requests ranging from improvements to signal timing or synchronization, modifying speed limits and improving traffic signage.

- The City's General Services Division field crews have replaced 440 signs, filled 3,112 potholes and repaired 630 displaced sidewalks at various locations throughout the City.
- The City's Building & Safety Division conducted more than 21,000 inspections and issued more than 2,300 building permits.
- The court-appointed Community Service Litter Abatement Program has removed 140,000 pounds of litter from public right-of-ways.
- The City's Engineering Services Division issued 1,500 right-of-way permits and completed 4,497 inspections.
- The City's social media accounts reached milestones in connecting with the community, surpassing 20,000 "likes" on Facebook, 10,000 on Instagram and over 36,000 followers on Twitter.
- The City hosted a total of 112,776 youth sports participants; 4,951 Camp Clarita campers; 79,134 adult sports participants; 317 preschoolers for the 2018/19 school year in the Primetime Preschool program; 78,254 attendees at the SCSC Gymnasium; and 213,364 visitors to the City's Aquatic facilities.
- The City processed 22,051 City facility rental reservations.
- 78 children were accommodated through Inclusion Services for participation in Camp Clarita, Contract Classes, Youth Sports, Aquatics, Child Development and both Santa Clarita Community Centers.
- Through the City's S.C.O.R.E. (Santa Clarita's Opportunity for a Recreational Experience) program, 211 youth were awarded a scholarship for the spring, summer and fall seasons.
- Visitor traffic for the City's Public Library website, santaclaritalibrary.com, totaled 472,531 visits in 2018.
- The Santa Clarita Public Library received more than 574,500 patron visits and circulated over 830,000 books and materials.
- The Santa Clarita Public Library surpassed 110,000 Overdrive downloads for digital eBooks, audiobooks and music.

ORGANIZATION/EMPLOYEES

- For the third year in a row, the number of total recruitments is expected to hit 110 by the end of the year. A significant number of these recruitments have resulted in promotions of existing employees, which speaks to the high caliber of the City's workforce.
- The City has welcomed over 70 new employees since January. In fact, 40 percent of City employees have been with the City for less than five years. Employee tenure continues to remain high, however, representing strong employee commitment and satisfaction. Of the current 416 full-time employees, 11 percent have worked for the City for 5 – 9 years; 23 percent for 10 – 15 years; 13 percent for 16 – 20 years; and 13 percent for more than 20 years. Similarly, employee turnover remains low at 8 percent.
- The City hosted seven Information Sessions to increase employees' organizational awareness on topics including the residential permit process, community awareness program, the subdivision mapping process, upcoming planning projects and an update on the Canyon Country Community Center.
- Ongoing professional development remains a priority.
 - The City's award winning Mentoring Program is culminating its 16th year in existence this November.
 - This year marks the Employee Job Shadowing Program's 11th anniversary.
 - The City's Leadership Academy culminated its 10th year and continues to prepare employees for leadership positions throughout the organization.
 - The City's Supervisor Series, designed to equip new and current supervisors with essential skills on how to manage effectively, was completed by over 30 supervisors this year.
 - This year the City also launched the formal Internship Program with the goal of providing high-caliber students with meaningful work-based learning opportunities that expand students' understanding of public service, integrate and diversify the organization, and support succession planning efforts.



