

The City of Santa Clarita

Community Profile

Located in a picturesque valley just north of Los Angeles, Santa Clarita is bold and confident in its role as a premier community for raising families and building businesses. The balance of quality living and quality growth is carefully maintained through long-term planning, fiscal responsibility, community involvement, respect for the environment, and strong support for business development. Santa Clarita's successes are evident in its residential neighborhoods, recreational attractions, businesses, cultural activities, and commercial, educational and health care centers.

Statistics

| | |
|--|------------------------|
| Population¹ | 176,971 |
| Size | 52.03 sq. miles |
| Housing Units² | 56,413 |
| Unemployment Rate³ | 7.6% |
| Median Household Income² | \$87,927 |

Climate

At 1,200 to 1,400 feet above sea level, Santa Clarita enjoys a mild Southern California Mediterranean climate, making it ideal for business, residential, and recreational opportunities.

- Summers are dry and warm, in the 70° to 100° range.
- Winters are temperate and semi-moist, in the 40° to 60° range.
- Precipitation is measured at 15-18 inches between November and March.

Safety

Based on FBI statistics, the City of Santa Clarita is one of the safest cities of its size (population over 150,000) in the nation. Santa Clarita continually ranks as one of California's safest cities.

¹ Provided by the CA Dept of Finance (May 2011)

² Claritas Site Reports (July 2010)

³ Provided by the CA Employment Development Department (Feb 2011)

Transportation

The Santa Clarita Valley is part of a comprehensive transportation network that includes local, commuter, and dial-a-ride bus service, with routes to Century City, the Warner Center, and to the Los Angeles, Burbank, and Palmdale airports. The City is accessible via Highway 126, and the Antelope Valley (SR-14) and Golden State (I-5) Freeways. The Southern Pacific Railroad has daily freight runs; Amtrak, with stations in the adjacent San Fernando Valley, provides regular daily passenger service to key cities. The ports of Los Angeles and Long Beach are 50 and 60 miles south of the Valley, respectively. Ventura and its nearby ports are 40 freeway miles northwest of the Valley. The City of Santa Clarita is proud of its three Metrolink stations, which carry over approximately 2,000 passengers a day to and from the San Fernando Valley and Downtown Los Angeles. Santa Clarita is the only city, besides the City of Los Angeles, with three stations. The award-winning Santa Clarita Transit provides express bus services to local residential and commercial centers, as well as to the Metrolink stations and Downtown Los Angeles. Alternative transportation options are available through the City's 37.7 miles of bike and pedestrian trails.

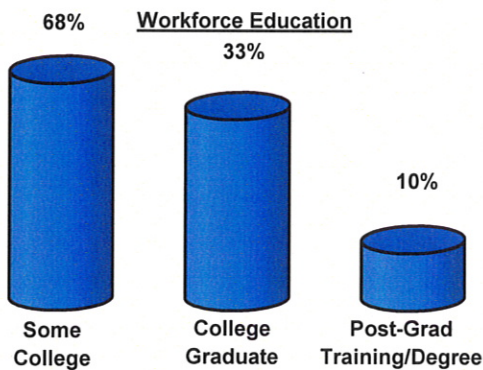
Employment

The City of Santa Clarita's strong and diverse economy continues to expand, making Santa Clarita the ideal destination for Southern California businesses. Maintenance of a highly supportive environment for business development is achieved through the cooperation of the local Chamber of Commerce and the City government. In addition, companies benefit greatly from the area's land and leasing opportunities, as well as from a highly-skilled labor pool, variety of transportation choices, housing, quality of life, climate, and scenery. Santa Clarita's unemployment rate in March 2011 was 7.5% compared to 12.2% for LA County and 12.0% for the State of California. Santa Clarita has the 4th largest labor force³ in LA County. Among cities in LA County with a 50,000 to 100,000 population labor force, Santa Clarita has the 2nd lowest unemployment rate³ behind Torrance with 6.1%.

Santa Clarita Valley's top employers include Six Flags Magic Mountain, Princess Cruises, HR Textron, and the local school districts.

Workforce

The Santa Clarita Valley hosts a highly qualified and motivated workforce. The 120,000 (88,600 reside within City-limits) adult residents in the labor force reflect a high level of participation. Santa Clarita's vibrant workforce has experience in a variety of industries, especially in services and manufacturing. The following chart outlines Santa Clarita workers' exceptional level of educational attainment, which is high in comparison to other cities.



Education

Santa Clarita is home to four local public school districts which rank in the top 10% in California, based on the California Assessment Program: Newhall School District; Saugus Union School District; Sulphur Springs School District; and William S. Hart Union High School District.

Santa Clarita's adult population, over the age of 25, is highly educated. Approximately 33% of the overall adult population, including retirees and others who are not part of the workforce, has attained a degree beyond the high school diploma. Residents of the City of Santa Clarita and the entire Santa Clarita Valley enjoy the opportunity of attending any of the three colleges found in the Santa Clarita Valley, or the nearby California State University, Northridge. Located in Santa Clarita, California Institute of the Arts, The Master's College, and College of the Canyons are an educational resource to our residents and nearby communities. Collectively, their student population is approximately 20,000. California State University, Northridge, is situated in the northern part of the San Fernando Valley, just south of Santa Clarita, and serves as an additional resource for higher-level education that is more "close to home."

Community Housing

Santa Clarita's real pride and joy is its residential communities. The Santa Clarita Valley has four distinct communities: Canyon Country; Newhall; Saugus; and Valencia. Included within each area are family-oriented neighborhoods, apartments, condominiums, executive estates, senior-citizen complexes, and a wide array of new and resale homes. Each community makes a special contribution to the valley's vitality and unique rural-urban flavor. As a result of more businesses and industries moving into the area, residents can live, be entertained, and shop close to where they work, rather than commuting long distances. Living in Santa Clarita can be as down-home and casual as a sprawling Sand Canyon ranch, or as uptown and stylish as a new home in master-planned Valencia.

Recreational Opportunities

There are a number of recreational and historical facilities located in the Santa Clarita Valley. Among them are Six Flags Magic Mountain amusement park and Melody Ranch Motion Picture Studio. Water enthusiasts can enjoy Castaic Lake, Lake Hughes, Lake Elizabeth, Lake Piru, and Lake Pyramid. Popular beaches, such as Ventura, Malibu, and Santa Monica, are within a 40-60 minute drive from Santa Clarita. The Angeles National Forest, Placerita Canyon Nature Center, Saugus Train Station, Vasquez Rocks County Park, and the City's 21 community parks are available for sports, hiking, and picnicking. William S. Hart Park features a magnificent Spanish Colonial mansion museum. Frazier Park (40 minutes) and Mountain High (75 minutes) are a short drive away for ski enthusiasts.

Also located in the Santa Clarita Valley are several theaters: The COC Performing Arts Center; Canyon Theatre Guild; Disney Studios; and the Santa Clarita Repertory Theater. Santa Clarita is one of the world's premier centers for study in the visual and performing arts, evidenced by the many public performances held each year. Golf enthusiasts enjoy the Friendly Valley, Valencia Country Club, Robinson Ranch, Tournament Players Club, and Vista Valencia golf courses.

Quality of Life

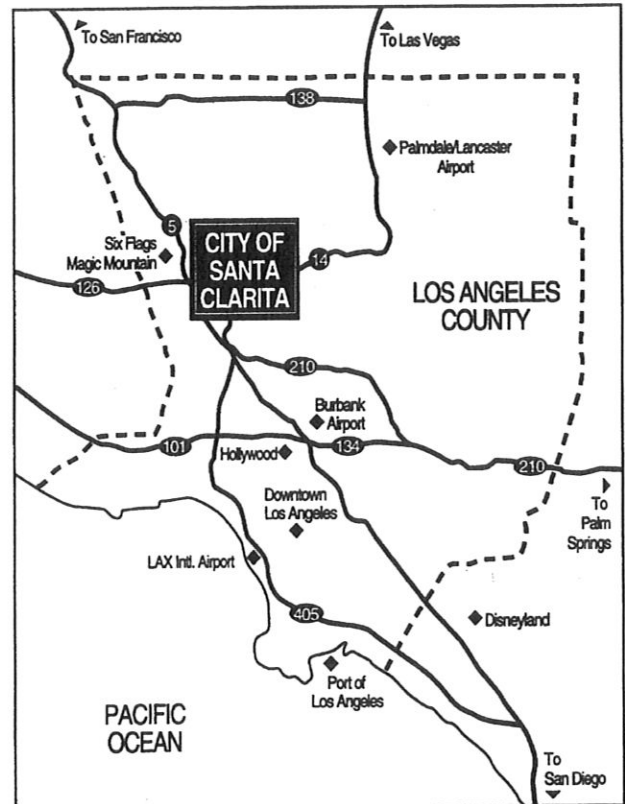
Santa Clarita residents enjoy a distinctive way of life. Residents value the City's landscaped trail system, well-maintained roads, high-quality schools, and innovative recycling programs. In addition, the City's ideal location makes possible regional recreation and economic opportunities. The community not only enjoys numerous parks and recreation services and facilities, but also outstanding Los Angeles County Fire and Sheriff services, three County libraries, highly responsive paramedic and ambulance services, and high levels of local government services.

Location

Located 35 miles northwest of Los Angeles and 40 miles east of the Pacific Ocean, Santa Clarita forms an inverted triangle with the San Gabriel and Santa Susanna mountain ranges. These mountain ranges separate Santa Clarita from the San Fernando Valley and the Los Angeles Basin to the south, and from the San Joaquin Valley, Mojave Desert and Angeles National Forest to the north.

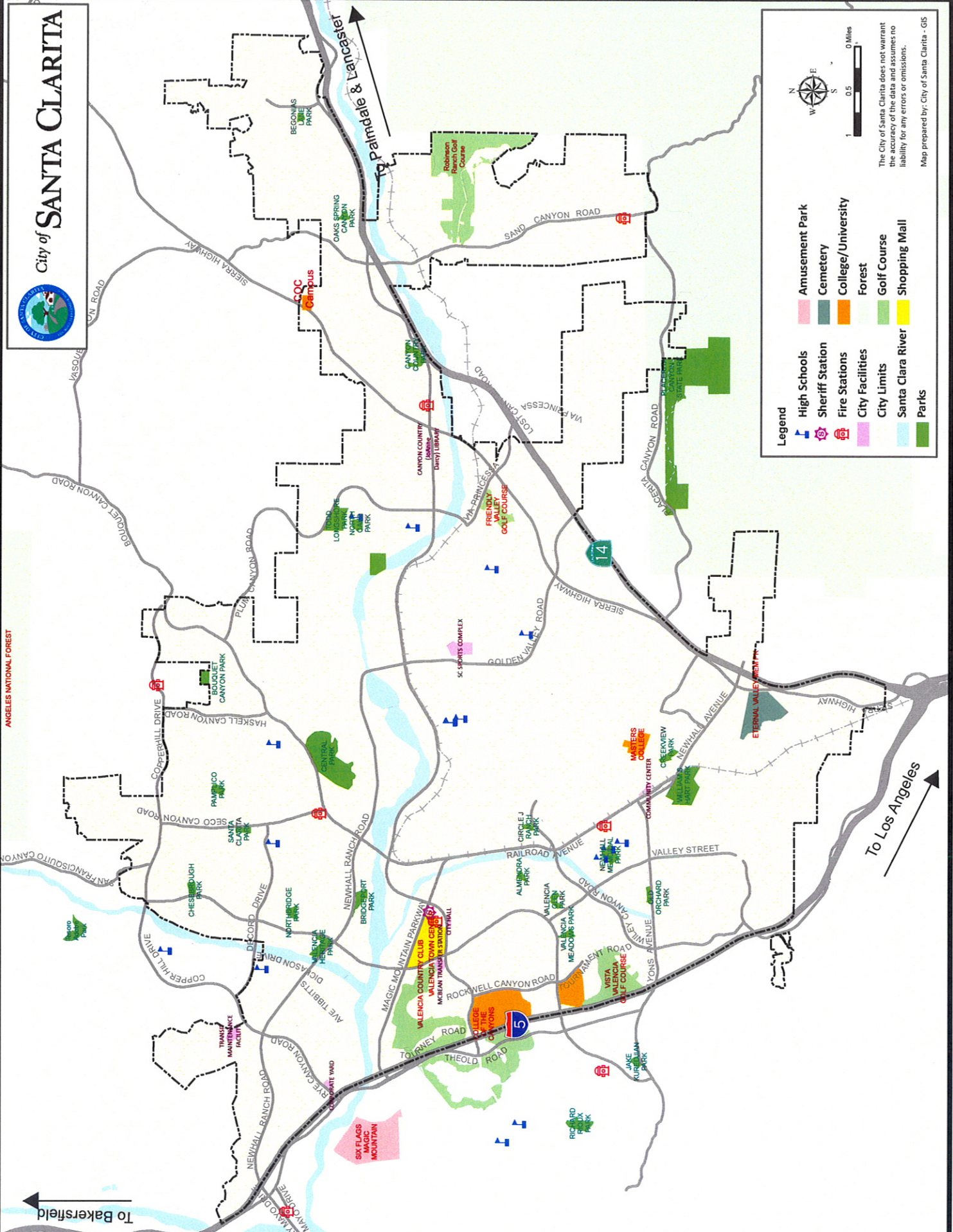
Mileage to Key Centers

| | |
|----------------------|--------------|
| Burbank Airport | 25 miles S |
| Disneyland | 58 miles S |
| Downtown Los Angeles | 35 miles S |
| Los Angeles (LAX) | 40 miles S |
| Las Vegas | 267 miles NE |
| Palmdale/Lancaster | 35 miles NE |
| Port of Los Angeles | 60 miles S |
| Port Hueneme | 30 miles W |
| San Diego | 152 miles S |
| San Francisco | 351 miles N |



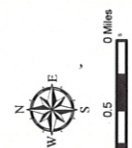
Map To Scale

City of SANTA CLARITA



Legend

| | | | |
|--|-------------------|--|--------------------|
| | High Schools | | Amusement Park |
| | Sheriff Station | | Cemetery |
| | Fire Stations | | College/University |
| | City Facilities | | Forest |
| | City Limits | | Golf Course |
| | Santa Clara River | | Shopping Mall |
| | Parks | | |



The City of Santa Clarita does not warrant the accuracy of the data and assumes no liability for any errors or omissions.
Map prepared by: City of Santa Clarita - GIS

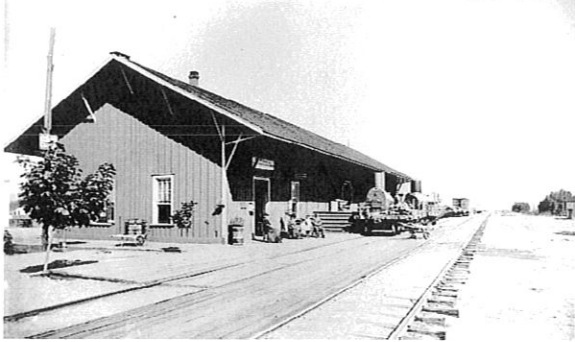
Santa Clarita's History

Many generations have passed through this valley, each leaving its own trace of history. The valley has been home to Native Americans, explorers, soldiers, pioneers, farmers, ranchers, and shopkeepers.

The first recorded discovery of gold in California occurred in Santa Clarita six years prior to its discovery at Sutter's Mill in Sacramento. As the story goes, in 1842, Juan Francisco de Gracia Lopez was napping under a massive oak tree in Placerita Canyon, and he dreamt that he was surrounded by gold and became very rich. Upon awakening, he picked a bunch of wild onions growing nearby, and attached to the onion roots were several small pieces of gold. This discovery greatly impacted further development, namely the Newhall pass, which was constructed for the transportation of mining supplies.

Henry Mayo Newhall established what was then known as the town of Newhall, and, in 1878, planted corn, flax, and alfalfa. This was the beginning of the Newhall Land and Farming Company. The 1870's also brought about the Southern Pacific Railroad. The Ironhorse, or so it was named, laid its tracks across the valley bringing with it new towns and increased population. Saugus was named after a small town in Massachusetts where Henry Mayo Newhall was born.

Newhall Train Depot – circa 1890



Black Gold, a substance which oozed from the ground, rarely served a purpose for the Indians. However, in 1875 the rivers of oil were diverted into the first commercially producing oil well in Pico Canyon. CSO 4, as it was called, was operated by the forerunners of the Standard Oil Company, and had the distinction of being the oldest operating oil well in the world until capped in 1990.

The 1900's brought prosperity and new businesses to the valley, some of which remain today. For example, Sterling Borax began production during that time period, and the once-named "Saugus Station Eatery," now called the Saugus Café, still remains open for business daily. Many businesses opened shop during this era, including general stores, post offices, and churches.

Spruce Street – 1916
(San Fernando Road)



This growing community, with its rich and diverse surroundings of mountains, trees, and deserts, attracted Gene Autry and his western style television show. By the early 1900's, Hollywood studios were using the area's rugged canyons as locations for filming their Westerns. The new home for Melody Ranch was "Western" town, renamed and used as the set for Gene Autry's television show. William S. Hart, a prominent Hollywood film star of the 1920's, left his mark on the community by building his home here and, upon his death, leaving it to the County. The Hart Mansion provides tourists and residents a chance to recapture the feelings of the old west and the beginnings of the western film business. Today, the movie business has become one of the leading industries in the area and is an important factor in its economic growth.

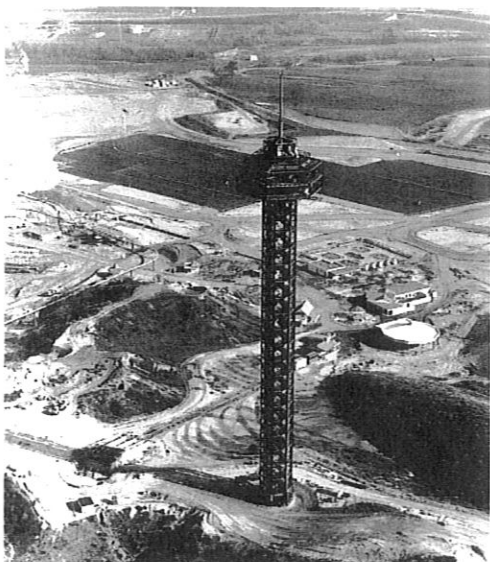
The Saugus Speedway, now used for a local swap meet and as an arena for large public events, was once the Baker-Hoot Gibson Rodeo Arena, which held massive regional rodeos, drawing people from all over southern California.

With the development of this growing community came a need for the distribution of information, and thus the *Newhall Signal* newspaper was founded by Edward H. Brown. By the year 1940, Santa Clarita's population had reached 4,000. Six years later, the first high school in the William S. Hart District was dedicated. With the development of schools came the construction of tract homes, the first being Rancho Santa Clarita.

In 1963, Canyon Country was founded and the first celebration of Frontier Days took place. In answering the demands of all the new developments and residents, the Santa Clarita National Bank opened its doors in 1965. The new additions of schools, stores, and churches brought more people and more communities to the area. The community of Valencia was dedicated in 1967, and at that time houses were selling for a mere \$25,000.

Higher education opened its doors to the valley in the late sixties and early seventies. College of the Canyons and California Institute of the Arts, which was incorporated by Walt Disney, were established and serviced the needs of this growing community.

The picture below shows the construction of Magic Mountain, with the Santa Clarita Valley in the background. Magic Mountain opened in 1971, bringing thousands of tourists to the area, and giving the valley a significant landmark. Today, it remains one of the largest amusement parks in the country.



In 1975, Henry Mayo Newhall Memorial Hospital was founded, as well as the Santa Clarita Valley Historical Foundation, which maintains and protects the rich history of the valley.

In the 1980's, "Santa Clarita" became a common term. The eighties also brought a staggering increase in population, bringing the total number of residents to 81,816. In 1985, the Chamber of Commerce instituted a study on the economic feasibility of becoming an incorporated city; two years later what is now the City of Santa Clarita was approved by the voters. In December 1987, the City of Santa Clarita was formed as the second largest and the sixth most populated city within Los Angeles County.

The year 2007 marked the 20th anniversary for the City, since incorporation. The celebration offered the opportunity to reflect on the enormous progress made over the last two decades and the anticipation of an exciting future. The numerous awards and accolades bestowed upon the City and its staff since inception reflects the unique dedication that defines the City of Santa Clarita and its residents.



Since Incorporation

The City of Santa Clarita was incorporated on December 15, 1987. By forming a City, residents gained the ability to retain millions of local tax dollars. Since incorporation much has been accomplished, a portion of which is listed below:

- ❖ The City's Golden Valley Road Bridge was named the 2010 Outstanding Project of the Year by the American Public Works Association.
- ❖ In 2010, the City broke ground in Old Town Newhall for the new 30,000 square foot, two-story Old Town Newhall Library that will include a children's library, teen section, public use computers, and reading rooms. The new library will be LEED certified and is being built at a cost of \$26 million.
- ❖ The City's AA bond rating received in 2009 was the second bond rating increase in the last 5 years. Santa Clarita has a 100% track record for a balanced, on-time budget, winning numerous awards for fiscal responsibility, budgeting, and investing, including the 2009 California Fiscal Officers Association's "Outstanding Budget Award."
- ❖ Santa Clarita's unemployment rate in March 2011 was 7.5% compared to 12.2% for LA County and 12.0% for the State of California. Santa Clarita has the 4th largest labor force in LA County. Among cities in LA County with a 50,000 to 100,000 population labor force, Santa Clarita has the 2nd lowest unemployment rate behind Torrance with 6.1%.
- ❖ In 2010, the City successfully relocated the *Santa Clarita WorkSource* Center to the University Center at College of the Canyons, bringing much-needed employment services to our community.
- ❖ More than 45 local City businesses were awarded over \$665,000 in grants through the City's Green Energy Incentive Program, Old Town Newhall Small Business grant program and the City's Use Incentive Program.
- ❖ In 2010, through the successful Enterprise Zone Program the City issued more than 1700 enterprise zone vouchers resulting in potential tax savings of over 63 million to local businesses.
- ❖ In 2009, the City of Santa Clarita launched a 21-Point Business Plan for Progress which was developed to enhance the economy, build upon Santa Clarita's current successes, improve the infrastructure of the City, and develop the local workforce.
- ❖ In an effort to assure that the City of Santa Clarita received any and all funding available through the federal American Recovery and Reinvestment Act of 2009, the City established an interdepartmental task force that is researching and applying for every possible dime of stimulus funding.
- ❖ In 2009, the City launched the "THINK Santa Clarita Valley" campaign. The goal of the new campaign was to not only keep sales tax revenues local by reminding the community about this important funding source for transportation, parks, and other public projects, but also to remind business owners to THINK local first when hiring employees or searching for a vendor.
- ❖ In 2009, the Los Angeles County Economic Development Corporation (LAEDC) named Santa Clarita as the "Most Business Friendly City in Los Angeles County." This recognition was given to the City for creating a business friendly environment that encourages businesses to locate or expand within the City.

- ❖ Santa Clarita was awarded the prestigious Grand Prize for “Best Economic Development Program” in the State of California in 2007 and 2008. The award recognizes outstanding and innovative programs which have made a significant contribution to the field of economic development. The 2007 award was given for the City’s Film program, while Tourism was bestowed with the award in 2008.
- ❖ The Santa Clarita Film Office has won several awards since its inception in 2002, being recognized in 2008 by the League of California Cities with a Helen Putnam Award of Excellence and by the (CALED) with a 2007 Grand Prize Award for the Best Economic Program in California.
- ❖ In 2007, Santa Clarita received designation from the State as a California Enterprise Zone. Since receiving this designation, Santa Clarita businesses have generated \$62 million in potential tax savings. This designation is significant in that it enhances our efforts to attract business to the City, particularly the Downtown Newhall area, and will continue Santa Clarita’s reputation as one of the premier cities in California for doing business.
- ❖ In 2006, Santa Clarita was recognized as one of Business Week’s “Top 25 Best Affordable Suburbs” in the country, based on statistics such as affordability, academics, safety, and culture.
- ❖ In 2006, CNN Money Magazine named the City as the best place to live in California. The City made this list for its healthy economy, affordable housing costs, educated workforce, quality of life, leisure and activities, sunny weather, and healthy lifestyle.
- ❖ Economic Development Administration grant funds were provided by the City to assist in the construction of a new Edwards Cinema and shopping complex in Canyon Country, which opened in 1998.
- ❖ In 2010, the City purchased 842 acres in Elsmere Canyon and will become protected open space. This site was originally proposed to be a massive landfill. The site is located along the east side of Highway 14, stretching north from Newhall Pass to Whitney Canyon Park and east to Angeles National Forest.
- ❖ In 2010, the City opened the 25-acre Discovery Park in Canyon Country, bringing our first-ever passive, natural river and recreation park to the City.
- ❖ In fall of 2010, the City joined the Hart District, Newhall Land, and CLWA to celebrate the first *Cross Country Course at Central Park*.
- ❖ In 2010, the City received funding for the Crest to Crest trail, an extension off of the Pacific Crest Trail, which will ultimately link our community with hundreds of communities in three counties.
- ❖ The \$4.5 million Todd Longshore Park opened in conjunction with the City’s 20th anniversary celebration in 2007. The 32-acre park offers breath-taking views, modern amenities, and open space preservation to honor the legacy of Todd Longshore, one of Santa Clarita’s most ardent supporters and a dedicated Parks Commissioner for 16 years.
- ❖ An extensive trail system has been planned, of which 37.7 miles have been built, including the South Fork Trail, Commuter Rail Trail, Robinson Ranch Trail, Sand Canyon Trail and the Santa Clara River Trail. There are 11.5 undeveloped trail miles, which will bring the City total to 60 trail miles and paseos.
- ❖ The City is home to 21 parks (11 constructed since 2000), and the 60-acre Santa Clarita Sports Complex, with a skate park, sand volleyball court, aquatic center, gymnasium, and activities center. Our park system includes Central Park, Valencia Heritage Park, and the Veteran’s Historical Plaza.
- ❖ In 2007, the City’s Open Space Preservation District was adopted, setting the stage for new open space acquisitions. In September 2009, the City completed the purchase of 140 acres in Placerita Canyon known as East Walker Ranch. In October 2009, the City purchased the 10-acre Rawlins property in Placerita Canyon. To date, the City has preserved more than 4,000 acres of open space.

- ❖ Constructed and dedicated the award-winning Youth Grove Memorial at Central Park in 2006. The Youth Grove is the site of an annual remembrance event that is integrated in the Sheriff's Department "Every 15 Minutes" program.
- ❖ To enhance the beauty of the community, the City has set a goal of planting a minimum of 1,000 trees per year. The Urban Forestry Division is responsible for the maintenance of approximately 50,000 trees, reforestation, weed abatement, the Neighborhood Leaf-Out Program, neighborhood plantings, and the Arbor Day celebration. Additionally, Santa Clarita received the designation "Tree City U.S.A." for the 19th consecutive year
- ❖ The entire Cross Valley Connector opened in March 2010. Construction of the 8.5 miles, \$245 million Cross Valley Connector (CVC) began in fall of 2004. This eight-lane roadway will ease traffic between the I-5 Freeway and State Route 14.
- ❖ In October 2010, the City constructed new solar canopies and carports at the "LEED Gold Certified" Transit Maintenance Facility. The solar paneled canopy will save the City \$135,000 a year in electricity bills by generating 97% of all electricity needed to power the facility.
- ❖ The City purchased three large buildings on 20 acres, off Soledad Canyon Road, to create the Santa Clarita Sports Complex. In December 1998, the first building, with two basketball courts and four racquetball courts, was opened to the public. The second building, the multi-use Activities Center, opened in 2002 and includes meeting rooms, classrooms, and an open arena. The Aquatics Center, with an Olympic-sized swimming pool, dive pool, and an activity pool with water play equipment and 168-foot water slide, opened in October 2003. The Sports Complex is also home to the City's 40,000 square-foot skate park, which opened in March 2009. The skate park features large bowls, a street plaza, half-pipe tunnel, snake runs, skate-able planters and much more.
- ❖ Together with the County of Los Angeles, the City launched a multi-year project, entitled "One Valley One Vision," to develop a new Valley-wide General Plan that will guide future planning and decision making for the entire Santa Clarita Valley over the next 20 years.
- ❖ In 2010, the City opened its first Permit Center on the first floor of City Hall. The new center provides a centralized area for customers to obtain most permits needed for development.
- ❖ The City's Building & Safety Division has inspected over \$1.7 billion in new construction, resulting in over 100,000 permits being issued since incorporation.
- ❖ In 2009, the City continued its work to prevent a large scale mining project from being sited in Soledad Canyon. Congressman Howard P. "Buck" McKeon and Senator Barbara Boxer have both introduced legislation to resolve the dispute.
- ❖ For the success the City of Santa Clarita has seen in its final phase of the Sign Compliance Program, the American Planning Association, Los Angeles (LA-APA) has recognized the City with an Award of Merit in the category of Planning Excellence in Implementation.
- ❖ The City's Transit Maintenance Facility (TMF) was awarded the 2008 Innovative Design of the Year by the American Public Works Association.
- ❖ In 2010, the City completed the five block streetscape project in Old Town Newhall, transforming Main Street with new sidewalks, landscaping, street furniture, and improved aesthetics.
- ❖ The City Council adopted the "Downtown Newhall Specific Plan." The goal of the Plan is to revitalize Old Town Newhall by incorporating feedback from residents, businesses, and community leaders.
- ❖ Completed construction and opened the new and expanded Community Center for Newhall. In addition to providing families with recreational activities, this facility has been instrumental in the City's Downtown Newhall revitalization efforts by improving the appearance of the Downtown Newhall area and influencing a sense of community. The Newhall Community Center offers residents a toy library, an award-winning boxing program, homework help, Ballet Folklorico, a Sheriff's sub-station, outdoor basketball courts, performance areas, and eight program rooms.

- ❖ Together with the City's business owners, five new building facades and one parking lot screening were completed along Main Street in the downtown Newhall area.
- ❖ The City's Part 1 crime rate for 2010 saw reductions over the previous year in several categories. Santa Clarita's crime rate was down 13.3% for Part I, or serious crimes, which includes a 75% decrease in homicides, and a 50% decrease in arson. Violent crime was down 12.2%, burglary dropped 18.6% and grand theft auto dropped 25.7%.
- ❖ In July 2010 the Sheriff's Department began the Juvenile Intervention Team (J-Team) to keep drugs off the streets of Santa Clarita, away from schools, and out of the hands of our youth. The team has made a total of 150 arrests, served 19 search warrants, conducted 55 undercover operations, and has been involved with 17 probation and parole compliance operations.
- ❖ The City's Graffiti Abatement received 10,676 requests in 2010. In total, 9,819 tags were removed. Of those removed, 6,088 were unreported and were removed by City staff proactively patrolling City neighborhoods. The Sheriff's Department arrested 189 graffiti vandals in 2010.
- ❖ In 2009, the City had 6,075 requests for clean-up, and removed 7,503 tags City-wide. 177 graffiti vandals were arrested and convicted, including 70 juveniles.
- ❖ The City's Red Light Camera Enforcement program has enjoyed continued success through the last several years. Fewer red light citations and collisions were reported at the eight red light camera monitored intersections. Just one red light running collision was reported in the first year of the program, as opposed to an average of nine per year that once occurred at these intersections.
- ❖ In collaboration with the Anti-Gang Task Force, the City established a Community Court diversion program in 2006 that ensures petty offenders pay restitution and perform community service here in Santa Clarita.
- ❖ A community oriented policing program called the Community Interaction Team (C.I.T.) brings policing to the Canyon Country and Newhall neighborhoods, allowing Sheriff's Deputies to actively address area concerns.
- ❖ A 24-hour Graffiti Hotline and website were developed, allowing residents to report graffiti and receive clean-up, free of charge, by volunteers of the community. In 2007, the City's Graffiti Tracking and Prevention Database was awarded the Grand Prize of the Helen Putnam Award for Excellence.
- ❖ The Anti-Gang Task Force was created to proactively address gang issues faced by the community's youth.
- ❖ The City's Transit program introduced the new NoHo Express in August 2009, which averages over 11,500 passengers a month.
- ❖ In 2009, the City rolled out its new Transit Access Pass (TAP), a secure form of fare media that offers balance protection in case of loss. TAP brought about a 183% increase on the commuter system and more than doubled on the local service system. Also in 2009, the City rolled out 29 bus finder units through a Technology Information Network. The new bus finder units improved bus on-time performance by 90%.
- ❖ The environmentally sensitive Transit Maintenance Facility was opened in 2006. This project houses the City's transit system, and includes service bays, office space, an automated bus wash, as well as diesel and alternative fueling stations.
- ❖ Three Metrolink stations have been constructed, making Santa Clarita the only city, besides the City of Los Angeles, with three stations. Santa Clarita Transit's average weekday rider-ship has increased from 1,050 in 1990 to 12,000, an eleven-fold increase.
- ❖ In 2011 Santa Clarita was selected to serve as the Host for the Stage 8 start for the Amgen Tour of California. The City was also the finish of Stage 6 for the 2007, 2008, & 2009 Tour of California. This event has brought many thousands of spectators to the City, and resulted in significant economic and tourism benefits.
- ❖ In September 2010, the City was the recipient of the League of California Cities prestigious Helen Putnam award of excellence for its Extreme Neighborhood program. The Extreme Neighborhood Makeover program is a grass-roots effort to clean up individual neighborhoods using a community partnership approach.

- ❖ In 2010, the City held the 14th Annual Santa Clarita Marathon, which included a full marathon, a half marathon, and a Kid-K run. The Santa Clarita Marathon serves as a qualifying race for the Boston Marathon.
- ❖ To preserve and promote the history of Santa Clarita's Western Heritage, the City established the annual Cowboy Poetry & Music Festival in 1994. This award-winning celebration, which is held at historic Melody Ranch Motion Picture Studio, features the best in poetry, music, and fine western art. The event has since been renamed simply the "Santa Clarita Cowboy Festival".
- ❖ America's Promise ranked Santa Clarita as one of the "100 Best Communities for Young People" in 2007. The selection committee noted the City's multiple youth programs aimed at fostering civic responsibility and limiting exposure to drugs and violence.
- ❖ The City Council initiated the community-wide "Healthy Santa Clarita" program to promote the benefits of eating healthy and regularly exercising.
- ❖ The City launched a business attraction website in 2006 to market Santa Clarita's vacant and new development projects. Targeted industries include aerospace, biomedical, film and television, retail, and technology. In 2009, this website was overhauled and re-launched to include more material.
- ❖ The City dramatically increased recycling programs to include yard trimmings and free curbside pick-up of Christmas trees and hazardous waste.
- ❖ Camp Clarita is a camp experience that provides recreational and creative opportunities for the youth of Santa Clarita. Our camps are designed to include activities such as games, crafts, drama, swimming, field trips, and more.
- ❖ The City has instituted Youth Programs, such as the Youth in Government program, with the purpose of allowing teens to experience first hand how local government operates, and the "We Care for Youth" program to teach job skills to area teens. After-school programs have been implemented at local parks to provide opportunities for "latchkey" kids.
- ❖ The City's internal staff newsletter, *City Call* won the 2011 Excellence in Communications Award from the California Associations of Public Information Officials (CAPIO).
- ❖ Social media took on a new face in 2009 with the introduction of "Mayor Dude." The youth-friendly website, Facebook, and Twitter account, led by Mayor Frank Ferry, embraced all things youth. The City's own Facebook and Twitter pages are updated several times each day and are linked to its popular website, www.santa-clarita.com. In its second year, the City's online newsletter, www.santaclaritacitybriefs.com boasts an average of 6,000 views a week.
- ❖ In 2009, the City launched a new on-line e-Permit system that enables residents and contractors the ability to apply for, process, pay for, and print specific permits on-line 24 hours a day, seven days a week.
- ❖ The City developed an on-line registration form for most of the Parks and Recreation classes and sports programs. On-line bus pass sales, parking citation payments, and purchasing services were also implemented.
- ❖ The City completed the expansion of the Magic Mountain/Interstate 5 on-and-off ramps and intersection in 2009. This project won the American Public Works Association's "Outstanding Project of the Year" award.
- ❖ The Street Maintenance Program was created to regularly slurry and overlay all City streets, as well as regularly repair area sidewalks to extend the life of City streets by five to ten years.
- ❖ Many local roadways have been extended and/or widened to increase traffic mobility throughout the Valley. Some of these accomplishments include: Cross Valley Connector gap closure, Bouquet Bridge widening, and Golden Valley & Soledad Interchange.
- ❖ Completed construction of the Traffic Operation Center in City Hall that allows real time observation of traffic conditions throughout the City so we can respond more quickly to traffic incidents and congestion.

- ❖ Constructed the McBean Transfer Station, located at Valencia Boulevard and McBean Parkway, which provides comfort and convenience amenities to Transit passengers.
- ❖ Traffic improvements in 2009 include: improved circulation and safety at 22 intersections; roadway restriping projects to increase capacity along eight roadway segments; retimed and resynchronized traffic signals at 60 locations; and completion of phase three of the LED replacement program at 24 intersections.
- ❖ The City's Safe Routes to School program, part of the City's Non-Motorized Plan, helped bring in \$2 million in grant funding in 2009. The program has resulted in bicycle and pedestrian improvements at eight local elementary schools, as well as added bike lanes at several locations throughout the City.
- ❖ The City was given the designation of a "Bicycle Friendly Community" by the League of American Bicyclists in 2007. Only 70 cities across the country have been bestowed with this honor since the program's inception. This distinction runs through 2011.
- ❖ In 2003, the City initiated the "Customer Service Excellence" training for all staff. The training focused on creating a positive environment, service skills, and evaluating service areas for process improvement.
- ❖ The City has established two Sister City relationships, one with Sariaya, Philippines, and one with Tena, Ecuador. These relationships help the community by encouraging cultural understanding about others outside our community.
- ❖ The City adopted the CHARACTER COUNTS! program in 1996 to create a model for a community in which people act more ethically in their personal and professional lives, encouraging individuals and institutions understand and follow the Six Pillars of Character: Trustworthiness, Caring, Respect, Responsibility, Fairness, and Citizenship.

Form of Government

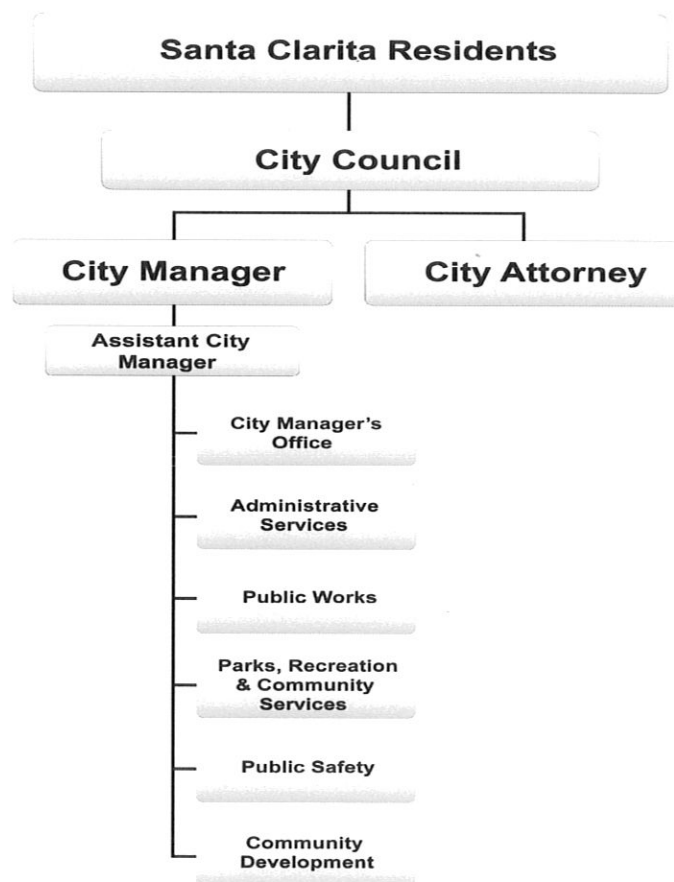
The City of Santa Clarita is a General-law City operating under a Council-Manager form of government, with the City Council acting as the part-time legislative body of the City. Five members are elected to the City Council at large on a nonpartisan basis, with members serving four-year terms. Elections are staggered every two years, with the Council-appointed Mayor serving a one-year term and acting as presiding officer.

The City Council appoints a City Manager to be the Chief Administrative Officer responsible for the day-to-day operations of the City. The City Manager's duties include appointing Department Directors, who are then responsible for the day-to-day operations of their own departments. Department Directors then have the task of selecting Division Managers and support staff members.

Also appointed by the City Council is the City Attorney, who is the legal advisor to the Council, Commissioners, and other City officials.

Assisting the City Council in serving the Santa Clarita communities are a variety of boards and commissions which address specific needs within their particular realm of responsibility. Each board and commission has the opportunity to get involved in a wide range of activities from reviewing City ordinances to recommending major revisions to City programs. Public meetings are held on a regular basis.

City of Santa Clarita Organizational Structure



Commissions, Volunteer Boards and Committees

Commissions

Planning Commission

Timothy Burkhart, Chair
Dee Dee Jacobsen, Vice-Chair
Lisa Eichman, Commissioner
Bill Kennedy, Commissioner
Dr. Dennis Ostrom, Commissioner

The Planning Commission is a five-member commission appointed by the City Council to consider and decide upon various applications for land use and land development in the City, including the implementation of the General Plan, Zoning Ordinance and other land use regulations, and recommendations on development applications.

Parks, Recreation & Community Services Commission

Duane R. Harte, Chair
Matt Halliday, Vice Chair
Ruthann Levison, Commissioner
Dianna Boone, Commissioner
Chris Fall, Commissioner

The Parks, Recreation & Community Services Commission is a five-member commission appointed by the City Council to make recommendations to the Council on all matters pertaining to parks and public recreation.

Arts Commission

Dr. Michael Millar, Chair
Paul Strickland, Vice Chair
John Dow, Commissioner
Eric Schmidt, Commissioner
Susan Shapiro, Commissioner

The Arts is a five-member commission appointed by the City Council to consider and advise the Council on arts-related issues such as public art, arts education, facilities, and other areas.

Volunteer Boards and Committees

Accessibility Advisory Committee (AAC)

The AAC was established for the purpose of providing guidance on the quality of its programs and services for seniors and persons with disabilities to Santa Clarita Transit. The AAC's voting membership is comprised of 11 members.

Anti-Gang Task Force

This task force, founded through the Sheriff's Department in 1991, is comprised of community members, school personnel, law enforcement, and volunteers. Members work together to develop and refer youth to programs that build self-esteem, give direction, develop skills, and let the youth know they are cared about.

Blue Ribbon Task Force

The Task Force is comprised of community and education leaders. This Task Force was formed in January 2001, and works to educate the community about teen substance abuse and provide meaningful resources and programs to those in need.

Character Counts! Coalition

Character Counts is a nonpartisan, nonsectarian coalition of schools, communities, and nonprofit organizations working to advance character education by teaching the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship. Character Counts! Coalition meetings are held on the second Thursday in February, May, September, and November.

Community Services Grant Committee

The committee's role is to review the many requests from community agencies for funding, and make recommendations to City Council. The committee is comprised of two Councilmembers and City staff.

Commuter Transit Advisory Committee

Formed by the Transit Staff, this committee provides public participation opportunities and feedback to staff on needs and program design.

Film Stakeholder's Group

The Film Stakeholder Group meets quarterly to discuss specific business needs and ways the City can help them be more successful, while working to attract film-related businesses and location filming to Santa Clarita.

Financial Accountability and Audit Panel

The five-member committee was appointed in 2008 by City Council for the Open Space Preservation District (OSPD). The committee is responsible for ensuring OSPD's land acquisition priorities are adhered to, reviewing accounting of funds to ensure funds are spent properly and that good fiscal management is occurring, and ensuring expenditures are consistent with the criteria and requirements set forth in the Engineer's Report.

Human Relations Forum

Supported by the City Manager and one staff member, the Forum works to promote full acceptance of all persons in all aspects of community life and building cultural understanding. Its goals are equity, peace, and inclusion of all, by all.

Newhall Redevelopment Committee

This 14-member committee, selected by the Newhall Redevelopment Agency, advises the Agency on matters related to the Downtown Newhall Revitalization effort.

Pride Committee

The Pride Committee is a group of volunteers who work hand-in-hand with City staff, the Los Angeles County Sheriff's Department, and the Santa Clarita Anti-Gang Task Force to coordinate a number of programs which benefit the community. These include the Pride Committee's Annual Pride Week/Community Clean-up Day and ongoing graffiti abatement efforts.

Santa Clarita Valley Committee on Aging

This committee primarily serves the needs of senior citizens in the North Los Angeles County, with a goal to enhance the independence, dignity, and quality of life of the elderly through community resource management and coordination, advocacy, and a full spectrum of direct quality services for senior citizens.

Tourism Bureau

The purpose of the committee is to market hospitality, attractions, and events in the Santa Clarita Valley.

Visions in Progress (VIP)

VIP is a youth advisory committee comprised of Santa Clarita Valley high school students who advise City Council, Commissioners, and staff on projects and plans. VIP recommends, plans, and hosts activities for the youth of the valley.

Funded Regular Full-time Equivalent Positions in the City by Departments

| Department and Division | 10/11 | 11/12 | Department and Division | 10/11 | 11/12 |
|--------------------------------|--------------|--------------|---------------------------------|-------|-------|
| CITY MANAGER'S OFFICE | | | Administrative Services | | |
| <i>CITY COUNCIL</i> | 5 | 5 | <i>Administration</i> | | |
| <i>City Manager's Office</i> | | | Director | 1 | 1 |
| City Manager | 1 | 1 | Management Analyst | 1 | 1 |
| Assistant City Manager | 1 | 1 | Executive Secretary | 1 | 1 |
| Assistant to the City Manager | 1 | 1 | <i>City Clerk</i> | | |
| Intergov'tl Relations Officer | 1 | 1 | City Clerk | 1 | 1 |
| Management Analyst | 1 | 1 | Deputy City Clerk | 1 | 1 |
| Executive Assistant | 1 | 1 | Records Technician | 1 | 1 |
| Executive Secretary | 1 | 1 | Administrative Clerk | 1 | 0 |
| Secretary | 1 | 1 | Clerk Typist | 0 | 1 |
| Administrative Clerk | 2 | 1.6 | <i>Finance</i> | | |
| <i>Human Resources</i> | | | Finance Manager | 1 | 1 |
| Human Resources Manager | 1 | 1 | Senior Financial Analyst | 2 | 2 |
| Senior Human Resources Analyst | 2 | 2 | Financial Analyst | 4 | 4 |
| Human Resources Analyst | 1 | 1 | Payroll Technician | 1 | 1 |
| Human Resources Technician | 1 | 1 | General Accounting Specialist | 2 | 2 |
| Secretary | 1 | 1 | Secretary | 1 | 1 |
| <i>Economic Development</i> | | | Cashier | 2 | 2 |
| Mktg & Econ Development Mgr | 1 | 1 | <i>Purchasing/Mail Services</i> | | |
| Economic Development Associate | 2 | 2 | Purchasing Agent | 1 | 1 |
| Administrative Analyst | 3 | 3 | Buyer | 2 | 2 |
| Rec. & CS Supervisor | 1 | 1 | Purchasing Technician | 1 | 1 |
| Secretary | 1 | 1 | Materials Clerk | 1 | 1 |
| Project Technician | 1 | 1 | Mail Services Specialist | 1 | 1 |
| Permit Specialist | 1 | 1 | Mail Clerk | 0.75 | 0.75 |
| <i>Communications</i> | | | <i>Risk Administration</i> | | |
| Communications Manager | 1 | 1 | Risk Administrator | 1 | 1 |
| Communications Specialist | 2 | 2 | Administrative Analyst | 1 | 1 |
| Graphic Artist | 2 | 2 | <i>Special Districts</i> | | |
| Secretary | 1 | 1 | Special Districts Administrator | 1 | 1 |
| <i>Full-time Equivalent</i> | 37.00 | 36.60 | Project Development Coordinator | 1 | 1 |
| | | | LMD Specialist | 1 | 1 |
| | | | Project Technician | 2 | 2 |
| | | | Program Specialist | 1 | 1 |

| Department and Division | 10/11 | 11/12 |
|-------------------------|-------|-------|
|-------------------------|-------|-------|

Technology Services

| | | |
|----------------------------------|---|---|
| Technology Services Manager | 1 | 1 |
| Senior Information Tech. Analyst | 4 | 3 |
| Information Tech. Analyst | 4 | 4 |
| GIS Technician | 1 | 1 |
| Information Tech. Specialist | 3 | 3 |
| Secretary | 1 | 1 |

Transit

| | | |
|--------------------------------|---|---|
| Transit Manager | 0 | 1 |
| Transit Coordinator | 1 | 1 |
| Administrative Analyst | 4 | 4 |
| Assistant Supervisor | 1 | 1 |
| Information Tech. Specialist | 1 | 1 |
| General Maintenance Specialist | 1 | 1 |
| Project Technician | 1 | 1 |
| Administrative Clerk | 0 | 1 |
| Clerk Typist | 3 | 2 |

Full-time Equivalent **60.75 60.75**

Community Development

Administration

| | | |
|---------------------|---|-----|
| Director | 1 | 0.5 |
| Executive Secretary | 1 | 1 |

Community Preservation

| | | |
|-----------------------------------|---|---|
| Community Pres. Administrator | 1 | 1 |
| Supv. Community Preservation Off. | 1 | 1 |
| Community Preservation Officer | 5 | 5 |
| Administrative Clerk | 1 | 1 |

Planning

| | | |
|----------------------|---|---|
| Planning Manager | 1 | 1 |
| Senior Planner | 3 | 2 |
| Associate Planner | 7 | 7 |
| Assistant Planner II | 3 | 2 |
| Assistant Planner I | 2 | 2 |
| Secretary | 1 | 1 |
| Clerk Typist | 2 | 2 |

Redevelopment

| | | |
|------------------------|---|---|
| Redevelopment Manager | 1 | 1 |
| Housing Administrator | 1 | 1 |
| Administrative Analyst | 1 | 1 |
| Project Technician | 1 | 1 |

Full-time Equivalent **33.00 30.50**

| Department and Division | 10/11 | 11/12 |
|-------------------------|-------|-------|
|-------------------------|-------|-------|

Parks, Recreation & Community Services

Administration

| | | |
|---------------------------|---|-----|
| Director | 1 | 1 |
| Senior Management Analyst | 1 | 1 |
| Administrative Analyst | 0 | 1 |
| Executive Secretary | 1 | 1 |
| Administrative Clerk | 0 | 0.4 |

Arts and Events

| | | |
|-------------------------|---|---|
| Rec. & CS Administrator | 1 | 1 |
| Rec. & CS Supervisor | 3 | 3 |
| Rec. & CS Coordinator | 3 | 3 |
| Clerk Typist | 1 | 1 |

Community Services

| | | |
|-------------------------|---|---|
| PR&CS Superintendent | 1 | 1 |
| Rec. & CS Administrator | 2 | 2 |
| Rec. & CS Supervisor | 4 | 4 |
| Administrative Analyst | 1 | 0 |
| Rec. & CS Coordinator | 7 | 6 |
| Secretary | 1 | 1 |
| Program Specialist | 1 | 1 |
| Clerk Typist | 1 | 0 |

Open Space and Park Planning

| | | |
|---------------------------------|-----|-----|
| Assistant City Engineer | 1 | 1 |
| Park Development Administrator | 1 | 1 |
| Acquisition Specialist | 1 | 1 |
| Project Development Coordinator | 3 | 3 |
| Administrative Analyst | 1 | 1 |
| Project Technician | 1 | 1 |
| Secretary | 1 | 1 |
| Clerk Typist | 0.5 | 0.5 |

Parks

| | | |
|--------------------------------|----|----|
| PR&CS Superintendent | 1 | 1 |
| Parks Administrator | 3 | 3 |
| Assistant Supervisor | 7 | 7 |
| General Maintenance Specialist | 3 | 3 |
| Groundskeeper II | 7 | 7 |
| Secretary | 1 | 1 |
| General Maintenance Worker | 4 | 4 |
| Groundskeeper I | 13 | 13 |
| Clerk Typist | 1 | 1 |

| Department and Division | 10/11 | 11/12 |
|-------------------------|-------|-------|
|-------------------------|-------|-------|

Recreation

| | | |
|-------------------------|----|----|
| PR&CS Superintendent | 1 | 1 |
| Rec. & CS Administrator | 2 | 2 |
| Rec. & CS Supervisor | 7 | 6 |
| Rec. & CS Coordinator | 13 | 14 |
| Project Technician | 1 | 1 |
| Aquatics Specialist | 2 | 2 |
| Secretary | 1 | 1 |
| Administrative Clerk | 1 | 1 |
| Clerk Typist | 0 | 1 |

Full-time Equivalent

106.50 105.90

Public Works

Administration

| | | |
|---------------------|---|---|
| Director | 1 | 1 |
| Management Analyst | 1 | 1 |
| Executive Secretary | 1 | 1 |
| Secretary | 1 | 1 |
| Clerk Typist | 2 | 2 |

Building and Safety

| | | |
|---------------------------------|---|---|
| City Building Official | 1 | 1 |
| Assistant Building Official | 2 | 2 |
| Associate Engineer | 2 | 2 |
| Assistant Engineer | 2 | 2 |
| Project Development Coordinator | 2 | 2 |
| Supervising Building Inspector | 1 | 1 |
| Building Inspector | 6 | 6 |
| Supervising Permit Specialist | 1 | 1 |
| Permit Specialist | 3 | 3 |
| Secretary | 1 | 1 |
| Administrative Clerk | 2 | 2 |
| Clerk Typist | 1 | 1 |

Capital Improvement Projects

| | | |
|---------------------------------|---|---|
| Assistant City Engineer | 1 | 1 |
| Senior Engineer | 2 | 2 |
| Associate Engineer | 2 | 2 |
| Assistant Engineer | 4 | 4 |
| Project Development Coordinator | 1 | 1 |
| Supervising Public Works Insp | 1 | 1 |
| Administrative Analyst | 1 | 2 |
| Public Works Inspector | 1 | 1 |
| Engineering Technician | 1 | 1 |
| Project Technician | 1 | 1 |
| Secretary | 1 | 1 |

Development Services

| | | |
|-------------------------|---|---|
| Assistant City Engineer | 1 | 1 |
| Senior Engineer | 4 | 4 |

| Department and Division | 10/11 | 11/12 |
|-------------------------|-------|-------|
|-------------------------|-------|-------|

Development Services (continued)

| | | |
|---------------------------------|---|---|
| Associate Engineer | 1 | 1 |
| Assistant Engineer | 2 | 2 |
| Project Development Coordinator | 1 | 1 |
| Supervising Public Works Insp | 1 | 1 |
| Public Works Inspector | 4 | 3 |
| Engineering Technician | 1 | 1 |
| Engineering Aide | 1 | 0 |
| Permit Specialist | 2 | 2 |
| Secretary | 1 | 1 |

Environmental Services

| | | |
|---------------------------------|---|---|
| Environmental Services Manager | 1 | 1 |
| Environ. Svc Program Coord | 1 | 1 |
| Supervisor | 1 | 1 |
| Project Development Coordinator | 2 | 2 |
| Administrative Analyst | 1 | 1 |
| Environmental Field Specialist | 1 | 1 |
| Assistant Supervisor | 1 | 1 |
| Secretary | 1 | 1 |
| Project Technician | 1 | 1 |
| Street Maintenance Worker | 3 | 3 |

General Services

| | | |
|------------------------------|----|----|
| General Services Manager | 1 | 1 |
| Supervisor | 3 | 3 |
| Sup. Vehicle Maint. Mechanic | 1 | 1 |
| Tree Specialist | 2 | 2 |
| Assistant Supervisor | 5 | 5 |
| Vehicle Maintenance Mechanic | 3 | 3 |
| Street Maintenance Worker | 14 | 14 |
| Tree Trimmer | 3 | 3 |
| Secretary | 1 | 1 |
| General Maintenance Worker | 3 | 3 |
| Administrative Clerk | 1 | 1 |

Traffic

| | | |
|---------------------------------|---|---|
| Assistant City Engineer | 1 | 1 |
| Senior Traffic Engineer | 2 | 2 |
| Associate Engineer | 3 | 3 |
| Signal Operations Supervisor | 1 | 1 |
| Assistant Engineer | 2 | 2 |
| Project Development Coordinator | 1 | 1 |
| Administrative Analyst | 1 | 1 |
| Secretary | 1 | 1 |

Full-time Equivalent

127.00 126.00

Total City Staff

Full-time Equivalent 364.25 359.75



City of **SANTA CLARITA** *Philosophy*

As City employees, we are proud to say that **WE ARE THE CITY OF SANTA CLARITA.**

We take pride in our organization, our community and ourselves. Our mission is to deliver the best and most cost-efficient municipal service to the citizens and City Council of Santa Clarita.

We value excellence

- We provide high quality and timely services.
- We encourage education and continual professional development.
- We have a strong commitment to the community, the organization, and individual professions.
- We conduct ourselves professionally.
- We believe that prudent management of our resources demonstrates our respect for the citizen's whose monies support this organization.
- We believe that diversity among staff and in the community creates strength.

We value a humanistic approach

- Our actions recognize humans, human feelings and the importance of the individual.
- We believe in participative management.
- We encourage employees to enjoy their time at the work site.
- We encourage ideas that improve the mental and physical health of the employees.
- We are united in our efforts to support, respect and encourage individual talents and contributions.

We value creativity

- We have a bias for action.
- We believe in taking reasonable risks.
- We accept innovative people.

We value a futuristic approach

- We want decisions that will endure the test of time.
- We want a City that future generations will love.

We value our enthused workforce

- We encourage actions which keep employees motivated and competent.
- We respect loyalty to the City.

We value ethics

- We believe the soundest basis for judging the rightness of an action is a test of its morality, legality, and its effect on human rights.
- We treat our fellow employees and community members fairly and equally, without prejudice or bias.

We value an open and non-bureaucratic government

- We keep the public informed of what we do.
- We share ideas, information, and feelings with employees.
- We are helpful, courteous, and cooperative with the public and one another.
- We encourage decision making on the front lines.
- We are an integrated organization, we are a team.

We value our City Council and public service

- We recognize the importance of the process which elected the Council.
- We recognize the importance and difficulty of the Council's job.
- We are fully prepared for Council meetings.
- We understand the importance of public service.
- We are committed to advancing the well being of the community.

