

The City of Santa Clarita

Community Profile

The City of Santa Clarita was incorporated on December 15, 1987. By forming a City, Santa Clarita residents gained the ability to keep 100 percent of locally-generated tax dollars right here in our community, helping to build new parks, trails, roads, bridges, sidewalks, street improvements, transportation amenities, neighborhood safety, high quality recreation, and so much more.

The City has four distinct communities: Canyon Country, Newhall, Saugus, and Valencia. Each community makes a special contribution to the valley's vitality and unique rural urban flavor. Santa Clarita's successes are evident in its residential neighborhoods, recreational attractions, businesses, cultural activities, along with the numerous commercial, educational, and health care centers.

Statistics

Population	209,130
Size	61.81 sq. miles
Housing Units	70,926
Unemployment Rate¹	5.3 %
Median Household Income²	\$86,027

In 2012, Santa Clarita annexed several communities including Copperstone and North Copperhill in Saugus, and Norland Road, Vista Canyon, Fair Oaks Ranch, and South Sand Canyon in Canyon Country. These annexations raised Santa Clarita's population, making it the third most populous city in Los Angeles County.

Santa Clarita is one of Southern California's premier communities for raising families and building businesses. The balance of quality living and smart growth is carefully maintained through long-term planning, fiscal responsibility, community involvement, respect for the environment, and strong support for business development.

Safety

The City of Santa Clarita saw a drop in its Part I crime rate in 2013, with reductions over the previous year in arson, robbery, aggravated assault, and grand theft auto. Based on FBI statistics, Santa Clarita is one of the top 10 safest cities of its size (population over 150,000) in the nation.

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, Warner Center, North Hollywood, and downtown Los Angeles.

The City is accessible via Highway 126, 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 built three Metrolink stations, which carry approximately 2,100 passengers a day to and from the San Fernando Valley, Antelope Valley, and Downtown Los Angeles.

The award-winning Santa Clarita Transit with its 110 vehicle fleet provides express bus services to local residential and commercial centers, as well as to the Metrolink stations in Downtown Los Angeles, Century City, Warner Center, and North Hollywood. Santa Clarita Transit provides service to approximately four million riders annually and travels 12,000 miles each weekday. Santa Clarita Transit operates Para-transit service seven days a week for seniors and persons with disabilities within the Santa Clarita Valley, and the general public during evening hours. In 2013, the City added a new park and ride at the McBean Transit Center.

¹ Provided by the CA Employment Development Dept. (March 2014)

² Provided by the American Community Survey

Alternative transportation options are available through the City's 40.3 miles of multi-use trails and 36.2 Class I bike trails totaling 76.5 miles of trails located throughout the City.

Climate

At an average of 1,300 feet above sea level, Santa Clarita enjoys a mild Southern California Mediterranean climate, making it ideal for business, residential, and outdoor activities.

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

Employment

The City of Santa Clarita's strong and diverse economy makes Santa Clarita the ideal destination for business. Maintenance of a highly supportive environment for business development is achieved through the cooperation of the Santa Clarita Economic Development Corporation, the Santa Clarita Valley Chamber of Commerce, the Valley Industrial Association, 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 2014 was 5.3 percent compared to 8.7 percent for LA County and 8.4 percent for the state of California. Santa Clarita has the fourth largest labor force in LA County with 88,800 individuals within City limits.

The Santa Clarita Valley's top employers include Six Flags Magic Mountain, Princess Cruises, Henry Mayo Newhall Memorial Hospital, Quest Diagnostics, and the local school districts.

In addition to being named the Most Business Friendly City in LA, the City regularly implements more changes to make it easier to do business in Santa Clarita. This includes streamlining the permit process for

businesses, a Permit Center at City Hall, the introduction of e-plans for electronic plan submission for developers, and deferring of some permit-related fees to encourage business growth.

The City of Santa Clarita and College of the Canyons are proud partners of WorkSource California, an initiative of the Los Angeles County Workforce Investment Board. The Santa Clarita WorkSource Center is a free job resource center that connects job seekers and employers. It is located on the Valencia College of the Canyons campus.

Community Housing

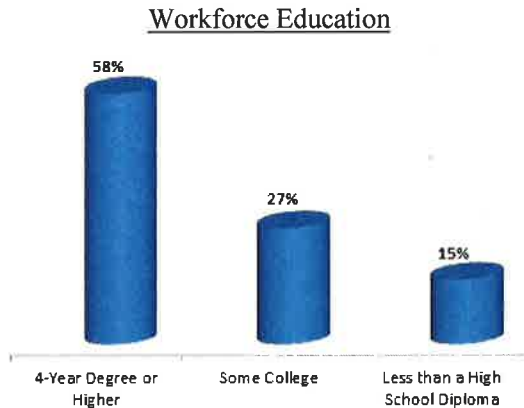
Santa Clarita's pride and joy is its residential communities. The City has four communities: Canyon Country, Newhall, Saugus, and Valencia. Included within each area are family-oriented neighborhoods, apartments, condominiums, executive estates, senior-citizen complexes, and a wide array of new and resale homes. 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 an expansive Sand Canyon ranch, or as uptown and stylish as a new home in master-planned Valencia.

Quality of Life

Santa Clarita residents enjoy a distinctive way of life. Residents value the City's landscaped medians and 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 libraries, highly responsive paramedic and ambulance services, and high levels of local government services.

Workforce

The Santa Clarita Valley hosts a skilled and motivated workforce. The 130,000 (88,800 reside within City-limits) adult residents in the labor force reflect an excellent level of participation. Santa Clarita's qualified 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.



Education

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

Approximately 58 percent of the overall adult workforce in Santa Clarita has attained a four-year degree or higher. 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. 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 24,000. 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."

Recreational Opportunities

Scenic Santa Clarita is just 20 minutes north of Burbank Bob Hope Airport and a short drive from the hustle and bustle of Los Angeles. Santa Clarita offers an abundance of California sunshine and a plethora of activities for all ages. Home to Six Flags Magic Mountain and Six Flags Hurricane Harbor, Santa Clarita boasts some of the golden state's most coveted golf courses, charming wine lounges, family and fine dining, impressive retail shopping, live music events, and a rich western heritage.

Santa Clarita offers endless opportunities for outdoor adventures, with rock climbing and hiking available at Vasquez Rocks, Towsley Canyon, and Placerita Canyon, in addition to boating, fishing, skiing, and swimming at Castaic Lake, Lake Elizabeth, Lake Piru, and Lake Hughes. HikeSantaClarita.com and BikeSantaClarita.com offer information on outdoor opportunities in Santa Clarita that are available for residents to explore. The City also produces an award winning Season's magazine that is mailed quarterly to City residents to register for recreation programs, camps, and classes.

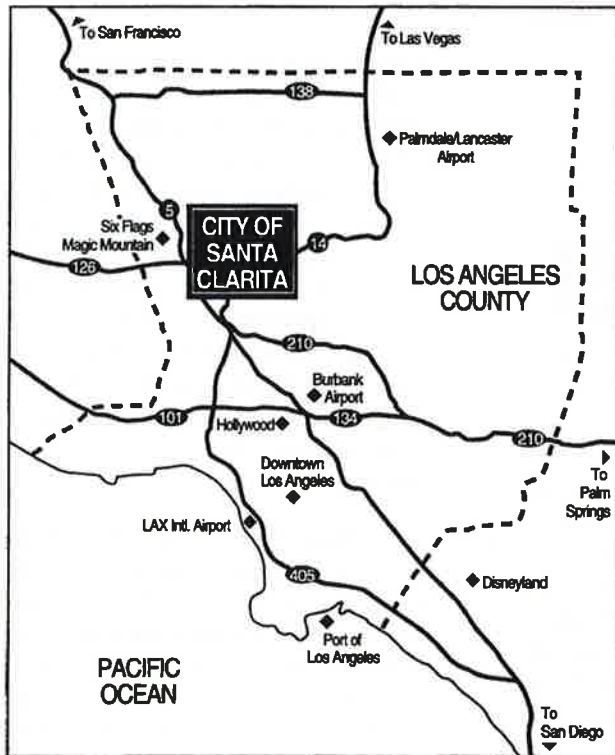
Enjoy more than 70 miles of off-street trails designed for commuting and recreational use, including walking, riding, jogging, and skating. The regional river trail serves as the backbone of the trail system. Together with connecting trails, residents can access parks, entertainment, shopping, and employment centers.

Since the formation of the City's Open Space Preservation District (OSPD), the City has provided financial resources resulting in the acquisition of about 8,000 acres of protected open space in our area. These lands provide valuable recreational opportunities such as hiking, biking and equestrian uses, right here in our community.

Golf enthusiasts find the combination of beauty, warm weather and open atmosphere in Santa Clarita creates a great place to play golf. You will find a variety of challenging golf courses such as Robinson Ranch, Valencia Country Club, Tournament Players Club and Vista Valencia.

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.



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.

Dating back to the year 450, the Tataviam tribe settled in a mountainous region, later named Santa Clara by Spanish migrants. In conflict leading to revolution in Mexico, Spanish soldiers fled to the Santa Clara region and named the region in honor of St. Clare and later calling the local river "little" Santa Clara, the valley was then named accordingly, and took the name of Santa Clarita.

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, is still open for business daily. Many businesses opened shop during this era, including general stores, post offices, and churches.

Spruce Street – 1916
(Main Street)



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 demand of all the new developments and residents, the Santa Clarita National Bank opened its doors in 1965. 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 in thousands of tourists and giving the valley a significant landmark. Today, it is 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 incorporation within Los Angeles County, and today we are the third largest city in the County.

It is evident that cityhood has helped transform Santa Clarita. Our City is an active participant and an advocate for an unparalleled lifestyle that includes top notch schools, a wide variety of shopping and dining, wide open spaces and healthy living.



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, Santa Clarita has invested millions of dollars in facilities, parks, projects, and programs that have made Santa Clarita a top choice to live, work, and play.

- Santa Clarita has a 100 percent track record for a balanced, on-time budget, winning numerous awards for fiscal responsibility, budgeting, and investing.
- The *2013 California Retail Survey* ranked the City of Santa Clarita 22 among the “Top 100 Retail Markets of California Cities,” based on annual retail sales growth in the last five years. The City of Santa Clarita was one of only 26 cities with a retail market above \$2 billion and ranked higher than Beverly Hills, Burbank, and Glendale, among others.
- In 2013, the City launched three mobile applications available for download on iOS and Android devices. These applications include our citizen service request system, *eService*; the *City of Santa Clarita* mobile application, which provides general City information; and our most popular application, *Hike Santa Clarita*, which offers hiking, biking, and equestrian trail information. In 2014, the City will launch an *Old Town Newhall* application, which will highlight points of interest along the historical Main Street area.
- The Santa Clarita Film Office recorded 1,264 location film days and 463 film permits for calendar year 2013, which represents a 38 percent increase in film days and a 28 percent increase in permits when compared to the City’s previous record year in 2012. These totals represent an estimated \$30.5 million in economic impact to local businesses from location filming alone.
- The City will return in 2014 as a host city for the Amgen Tour of California for the sixth time and will mark the first time in race history the City has hosted two starts. The City served as host for the Stage 3 Finish and Stage 4 Start for the 2013 Amgen Tour of California. In 2011, Santa Clarita was selected to serve as the Host for the Stage 8 start. The City was also the finish of Stage 6 for the 2007, 2008, & 2009 Tour of California. This event has brought thousands of spectators to the City, and resulted in significant economic and tourism benefits.
- Santa Clarita’s Urban Forestry operation now maintains over 115,000 trees throughout the community. Annually, the City proactively prunes approximately 30,000 street trees.
- The City built a single lane roundabout completed on January 23, 2014, in Old Town Newhall. This roundabout will provide a safer route compared to traditional intersections by smoothly accommodating commuter and emergency vehicles, pedestrians, and cyclists traveling in and out of Old Town Newhall.
- In November 2013, the City completed the McBean Park-and-Ride facility. The site includes 282 parking spaces, five new bus bays which are served by regional commuter routes, over 170 trees, and extensive drought-tolerant landscaping, public art, low-impact LED lighting, and various sustainable design elements.
- The City was the recipient of the League of California Cities’ highest honor - the Helen Putnam Award for Excellence - for its “Granada Villa Neighborhood Committee,” on September 18, 2013. The program was the winner in the Enhancing Public Trust, Ethics, and Community Involvement category.
- The City of Santa Clarita and Los Angeles County were recognized with a Compass Blueprint Award for the joint general plan One Valley, One Vision from the Southern California Association of Governments (SCAG) at the organization’s seventh annual recognition

awards event on May 2, 2013, in Palm Desert.

- In 2013, the City of Santa Clarita continued its partnership with PlanetBids, a fully automated web-based vendor and bid-management system. Since the inception, the City has awarded 151 bids, quotes, and proposals totaling more than \$44.3 million. Of this, over \$12.6 million went to local vendors, accounting for nearly 29 percent of purchases. Over 3,522 vendors have registered with the City of Santa Clarita on PlanetBids since its introduction, of which 299 are local businesses.
- The Canyon Country Community Center was opened in January 2013. The Center provides extensive and diverse recreational offerings, including a hybrid of recreational and intergenerational programming for toddlers, youth, teens, adults, and seniors.
- For the last few years, the City in collaboration with Los Angeles County Fifth Supervisorial District and Los Angeles County Parks and Recreation worked to complete significant exterior improvements to William S. Hart Regional Park. This included the removal of chain link fencing which was replaced with decorative stucco walls and wrought iron fencing, the creation of a pedestrian entrance to the park, and electronic signage promoting various programs and events at the park and the community at large.
- In June 2012, the City completed the Lyons/I-5 Beautification Project. This project installed landscaping, irrigation, decorative fencing, and hardscape improvements in the Caltrans right-of-way adjacent to the on- and off-ramps at the Interstate 5 and Lyons Avenue interchange.
- In 2012, the City's Neighborhood Services Team won the prestigious Helen Putnam Award for "Enhancing Public Trust, Ethics, and Community Involvement." Human Services, Community Preservation, Environmental Services, and the Sheriff and Fire Departments worked together with residents to address code violations, reduce crime and graffiti and improve the quality of life in neighborhoods.
- In 2012, 1,050 acres and five miles of trail were added through a combination of capital projects, developer requirements, acquisitions or volunteers. The most popular new addition to the trail system is the Iron Horse Trailhead which provides access across the Santa Clara River via a converted railroad bridge. A new program to collect trail user data shows trail use doubled between October 2012 and February 2013.
- In 2011, the City of Santa Clarita assumed library services from Los Angeles County and established the Santa Clarita Public Library. In 2012, the City opened the Old Town Newhall Library providing a new 30,000 square foot, two-story library with a children's library, teen section, public use computers, and reading rooms. The new library is LEED certified. In November 2013, the Southern California Chapter of the American Public Works Association awarded a Project of the Year Award for the Old Town Newhall Library.
- In 2012, the City Council adopted the Economic Growth Program, to continue the momentum from the 21-Point Business Plan to improve the economy.
- In August 2012, the City, in collaboration with the Sheriff's Department, William S. Hart School District, and the Los Angeles County Fifth District, implemented the Drug Free Youth in Town Program (DFYIT). DFYIT is a voluntary drug prevention education program that educates, empowers, recognizes, and celebrates drug-free students. Students receive curriculum through school-club meetings, agree to be randomly drug tested throughout the year, and participate in educational workshops community service projects, and conferences.
- In 2012, the Newhall Metrolink Parking lot added 95 parking spaces for commuters. Additionally, the City opened a new half-acre passive recreation area behind the Community Center which includes benches, picnic tables, new

landscaping, walkways and irrigated planting areas.

- In 2010, the City Council approved the Tourism Marketing District, a partnership with the five local hotels to promote Santa Clarita as a tourism destination.
- In 2011, the City of Santa Clarita created the monthly SENSES event in Old Town Newhall, as part of the Thursdays @ Newhall program, which includes the monthly Art Slam events. SENSES is a street party with a different theme each month, featuring entertainment, food, drink, and activities that offers people of all ages the opportunity to come to Newhall. The events average approximately 2,000 patrons each month and have quickly become a key event for the Newhall area.
- Over the years, Central Park has expanded to a total of eight multi-purpose fields, three basketball courts, a dog park, a cross country course, a disc-golf course, and a community garden.
- In 2011, the City's Green Santa Clarita website was awarded the prestigious Beacon award for promoting sustainable development and local leadership towards solving climate change.
- In 2011, the City Council adopted the new general plan for the City, called One Valley, One Vision. The plan, which governs growth in the Santa Clarita Valley for the next few decades, is a joint project with Los Angeles County. The County approved their portion of the project in November 2012.
- In May 2011, the City dedicated the Fallen Warriors Memorial Bridge, formally known as the Cross Valley Connector Golden Valley Bridge. This bridge commemorates Santa Clarita Valley residents from the armed forces who lost their lives while serving in the United States' War on Terror.
- To conserve natural water resources, the City installed more than 550 smart irrigation controllers during 2010 and 2011. These provide greater water efficiency throughout the 12,000 acres overseen by our Landscape Maintenance District operation. The use of smart controller technology has enabled Santa Clarita to save one-billion gallons of water over the past three years.
- In 2010, the City Council adopted Community Character and Design Guidelines (CCDG) to provide a blueprint for architectural design through the City. The CCDG won a California American Planning Association award in 2010.
- Parks and Recreation expanded its scope of programs offered to the community, and now includes the award winning Great American Campout, excursions including multi-day trips outside of California, the Celebrating YOUth Sports Festival, winter Camp Clarita, and birthday parties with the City.
- 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 successfully relocated the Santa Clarita WorkSource Center to the University Center at College of the Canyons, bringing much-needed employment services to our community.
- In 2010, the City purchased 842 acres in Elsmere Canyon that has been designated as protected open space. This site was originally proposed to be a massive landfill. It is located on the east side of Highway 14, stretching north from Newhall Pass to Whitney Canyon Park, and east to the Angeles National Forest.
- In 2010, the City opened the 25-acre Discovery Park in Canyon Country, the first-ever passive, natural river and recreation park in the City.
- The fully completed Cross Valley Connector (CVC) opened in March 2010. Construction of the 8.5 mile, \$245 million Cross Valley Connector began in the fall of 2004. This eight-lane roadway serves to 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 saves the City \$135,000 a year in electricity bills by generating 97 percent of all electricity needed to power the facility.

- 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 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. This plan was renamed the Old Town Newhall Specific Plan in 2014.
- 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.
- 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 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.
- In 2009, the City of Santa Clarita launched the 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 2005, completed construction and in January 2006 opened the new and expanded Community Center in 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, a Ballet Folklorico program, a Sheriff’s sub-station, outdoor basketball courts, performance areas, and eight program rooms.
- 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 percent 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 percent.
- 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.
- 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, skateable planters and much more.
- To enhance the beauty of the community, the City has set a goal of planting a minimum of 1,000 trees per year. The City of Santa Clarita received the designation “Tree City U.S.A.” for the 24th consecutive year and won its fourth

- “Gold Leaf Award” from the International Society of Arboriculture.
- Three Metrolink stations have been constructed in Santa Clarita.
 - 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, www.santaclaritacitybriefs.com, the City’s on-line newsletter, boasts an average of 6,000 views a week.
 - In 2009, the City launched a new on-line e-Permit system, enabling 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 completed the expansion of the Magic Mountain Parkway/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.
 - In 2007, property owners in the City voted to create the Open Space Preservation District (OSPD). Through property acquisitions, the District preserves natural land from development, creates a greenbelt around the City, retains wildlife corridors, and protects rare and biological and geological regions. To date, the OSPD, along with partners, has purchased over 8,000 acres of property, bringing those lands into permanent public ownership.
 - The City’s Safe Routes to School program, part of the City’s Non-Motorized Plan, helped bring in \$2 million in grant funding since 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’s Transit Maintenance Facility (TMF) was awarded the 2008 Innovative Design of the Year by the American Public Works Association.
 - The City has completed construction of the Traffic Operation Center in City Hall which allows real time observation of traffic conditions throughout the City so we can respond more quickly to traffic incidents and congestion.
 - The McBean Transit Center was constructed. It is located on Valencia Boulevard and McBean Parkway, and provides comfort and convenience amenities to transit passengers.
 - Santa Clarita was awarded the prestigious Grand Prize for “Best Economic Development Program” in the State of California in 2007, 2008, and 2009. 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. In 2009, the award was for the City’s Small Business Program.
 - 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 California Association for Local Economic Development with a 2007 Grand Prize Award for the Best Economic Program in California.
 - 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 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.
 - The 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 109.5 miles of trails and paseos have been built, including the South Fork Trail, Commuter Rail Trail, Robinson Ranch Trail, Sand Canyon Trail and the Santa Clara River Trail.
- The City is home to 27 parks and the 60-acre Santa Clarita Sports Complex. Our park system includes: Central Park, Valencia Heritage Park, Santa Clarita Skate Park, and the Veteran's Historical Plaza.
- 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.
- 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.
- The Street Maintenance Program was created to regularly slurry and overlay all City streets, as well as to regularly make repairs to area sidewalks to extend the life of City streets by five to ten years.
- The City Council initiated the community-wide "Healthy Santa Clarita" program to promote the benefits of eating healthy and regular exercise.
- In 2006, the award-winning Youth Grove Memorial at Central Park was constructed and dedicated. The Youth Grove is the site of an annual remembrance event that is integrated in the Sheriff's Department "Every 15 Minutes" program.
- 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.
- 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.
- 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.
- 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 the "Santa Clarita Cowboy Festival."

Form of Government

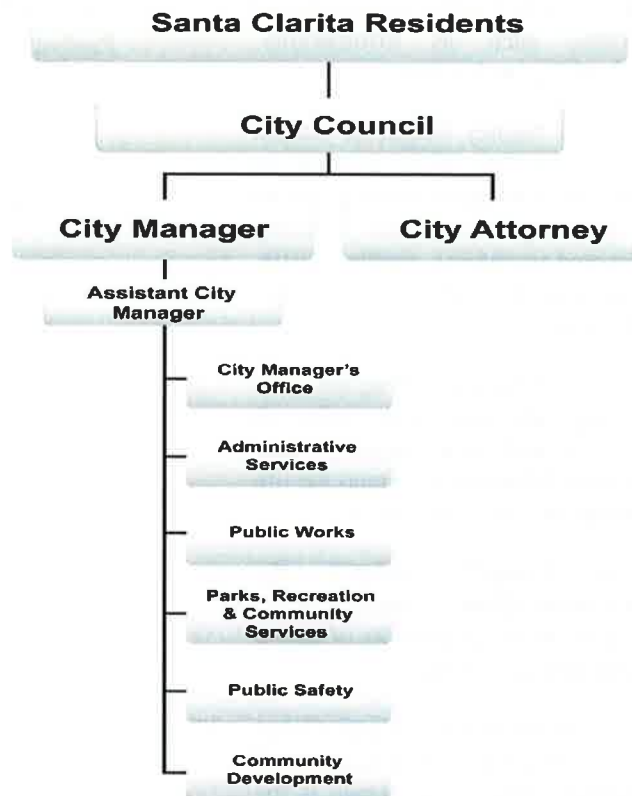
The City of Santa Clarita is a General Law City operating under a Council-Manager form of government, with the City Council acting as the part-time legislative body of the City. Five members are elected to the City Council at large on a nonpartisan basis, with members serving four-year terms. Elections 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

Charles Heffernan, Chair
Diane Trautman, Vice-Chair
Tim Burkhart, Commissioner
Dr. Dennis Ostrom, Commissioner
Lisa Eichman, 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

Dianna Boone, Chair
Ruthann Levison, Vice-Chair
Chris Fall, Commissioner
Michael Cruz, Commissioner
Duane R. Harte, 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

Susan Shapiro, Chair
Gary Choppe, Vice-Chair
Patti Rasmussen, Commissioner
John Dow, Commissioner
Dr. Michael Millar, 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 Santa Clarita Transit's programs and services for seniors and persons with disabilities. The AAC's voting membership is comprised of 11 members.

Neighborhood Empowerment and Safety Team (NEST)

The Anti-Gang Taskforce, which was recently renamed as the Neighborhood Empowerment and Safety Team, was founded in 1991 and is comprised of community members, City staff, law enforcement, school personnel, and non-profit agency representatives. The purpose of this team is to collaborate and facilitate education and prevention programs that create alternatives to gang involvement.

Arts and Community Services Grants Committee

The City of Santa Clarita administers an annual grants program for local non-profit organizations. The grants program fund organizations provide projects and programs in the category of Community Benefit, City of Santa Clarita Presents (public artistic performances at the Santa Clarita Performing Arts Center at College of the Canyons), and Community Arts. A Committee comprised of Councilmembers, Parks, Recreation, and Community Services Commission Chair, Arts Commission Chair, and City staff from various departments, make funding recommendations to the entire City Council.

Blue Ribbon Task Force

The Task Force is comprised of community-based organizations, parents, youth, educators, law enforcement, businesses, and City staff. The Task Force was formed in January 2001, and works to educate the community about teen substance abuse and provide meaningful resources and programs to the community.

Citizens Public Library Advisory Committee

The role of the committee is to advise the Santa Clarita Public Library on matters of local interest and concern for the benefit of the community and Santa Clarita Public Libraries. These matters may include, but are not limited to, policy matters, book and material collections, services, and facilities.

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.

Graffiti Task Force

The Graffiti Task Force (GTF) is a collaborative action group that works together to eradicate and prevent graffiti in Santa Clarita. The GTF is made up of staff from the City, Los Angeles County, College of the Canyons, Los Angeles County Sheriff's Department, California Highway Patrol, and the William S. Hart Union High School District. The Task Force has a three-prong approach to graffiti abatement: quick removal, arrest of vandals, and outreach to local youth to prevent graffiti.

Oversight Board

The purpose of the Oversight Board is to oversee the wind down of Redevelopment Agency activities. The Oversight Board is a seven-member panel consisting of representatives from various local taxing entities, including the City, the Los Angeles County Board of Supervisors, the Los Angeles County Board of Education and the Chancellor of the California Community Colleges.

Tourism Bureau

The Tourism Bureau is a networking group of tourism partners across Santa Clarita Valley. The Bureau's objectives include: building brand awareness for Santa Clarita in targeted local, regional, national and international markets; identifying unique events, festivals, and attractions that will encourage repeat visits; working hand-in-hand with members to create partnerships to strengthen existing businesses and attract new businesses; and providing a forum for networking and collaboration.

Tourism Marketing District Advisory Board

The Advisory Board for the Tourism Marketing District (TMD) annually reviews and makes appropriate recommendations to the City Council by an Annual Report regarding the use of funds collected through the TMD assessments. The TMD consists of one (1) representative from each of

the participating hotels within the Hotel Tourism Marketing Benefit Zone, as well as two (2) City representatives selected by the City Manager.

Visions in Progress (VIP)

VIP is a youth advisory committee comprised of Santa Clarita Valley high school students who advise the City and community on activities, issues, and decisions relating to teens in the Santa Clarita Valley.

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

Department and Division	13/14	14/15	Department and Division	13/14	14/15
City Manager's Office			Administrative Services		
CITY COUNCIL	5	5	Administration		
City Manager's Office			Deputy City Manager and AS 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	City Clerk		
Intergov'tl Relations Officer	1	1	City Clerk	0	1
Management Analyst	1	1	Deputy City Clerk	0	1
Executive Assistant	1	1	Records Technician	0	1
Executive Secretary	1	1	Project Technician	0	1
Secretary	1	1	Administrative Clerk	0	1
Administrative Clerk	0.6	0.6	Clerk	0	1
City Clerk			Finance		
City Clerk	1	0	Finance Manager	1	1
Deputy City Clerk	1	0	Senior Financial Analyst	3	3
Records Technician	1	0	Financial Analyst	3	3
Project Technician	0	0	Payroll Technician	1	1
Administrative Clerk	1	0	General Accounting Specialist	2	2
Clerk	1	0	Account Clerk	2	2
Communications			Secretary	1	1
Communications Manager	1	1	Cashier	1	1
Communications Specialist	2	3	Special Districts		
Administrative Analyst	1	0	Special Districts Administrator	1	1
Graphic Artist	2	2	Project Development Coordinator	2	2
Secretary	1	1	LMD Specialist	2	2
Human Resources			Project Technician	2	2
Human Resources Manager	1	1	Program Specialist	1	1
Senior Human Resources Analyst	1	1	Technology Services		
Human Resources Analyst	2	2	Admin. Services and IT Manager	1	1
Human Resources Technician	1	1	Senior Information Tech. Analyst	3	3
Secretary	1	1	Information Tech. Analyst	4	4
Purchasing / Risk / Mail Services			GIS Technician	1	1
Purchasing Agent/Risk Administrator	1	1	Information Tech. Specialist	5	5
Buyer	2	2	Secretary	1	1
Project Technician	2	2	Transit		
Materials Clerk	1	1	Transit Manager	1	1
Mail Services Specialist	1	1	Transit Coordinator	1	1
Mail Clerk	1	1	Administrative Analyst	4	4
Clerk	1	0	Supervisor, Maintenance	1	1
Full-time Equivalent	40.60	34.60	General Maintenance Specialist	1	1
			Administrative Clerk	1	1
			Clerk	2	2
			Urban Forestry		
			Urban Forestry Administrator	1	1
			Tree Specialist	3	3
			Tree Trimmer	3	3
			Full-time Equivalent	58.00	64.00

Department and Division	13/14	14/15
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Community Development

Administration

Director	1	1
Management Analyst	1	1
Executive Secretary	1	1

Community Preservation

Supv. Community Preservation Off.	1	1
Community Preservation Officer	6	6
Administrative Clerk	1	1

Economic Development

Mktg & Econ Development Mgr	1	1
Economic Development Associate	2	2
Administrative Analyst	3	3
Secretary	1	1
Project Technician	2	2
Permit Specialist	1	1

Planning

Planning Manager	1	1
Senior Planner	2	2
Associate Planner	6	6
Assistant Planner II	3	3
Assistant Planner I	1	1
Secretary	1	1
Clerk	2	2

Redevelopment / Housing

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

Full-time Equivalent **41.00 41.00**

Parks, Recreation & Community Services

Administration

Director	1	1
Senior Management Analyst	1	1
Administrative Analyst	1	1
Executive Secretary	1	1
Administrative Clerk	0.4	0.4

Department and Division	13/14	14/15
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Parks, Recreation & Community Services *continued*

Arts and Events

Rec. & CS Administrator	1	1
Rec. & CS Supervisor	3	3
Rec. & CS Coordinator	3	4

Community Services

PR&CS Superintendent	1	1
Rec. & CS Administrator	2	2
Rec. & CS Supervisor	5	5
Rec. & CS Coordinator	6	6
Secretary	1	1
Program Specialist	1	1
Clerk	1	1

Open Space and Park Planning

Assistant City Engineer	1	1
Park Development Administrator	1	1
Acquisition Specialist	1	1
Project Development Coordinator	2	2
Administrative Analyst	1	1
Project Technician	1	1
Secretary	1	1
Clerk	0.5	0.5

Parks

PR&CS Superintendent	1	1
Parks Administrator	3	3
Supervisor	7	7
General Maintenance Specialist	3	3
Groundskeeper II	8	8
Secretary	1	1
General Maintenance Worker	4	4
Groundskeeper I	13	14
Clerk	1	1

Recreation

PR&CS Superintendent	1	1
Rec. & CS Administrator	2	2
Rec. & CS Supervisor	6	6
Rec. & CS Coordinator	14	14
Project Technician	1	1
Aquatics Specialist	2	2
Secretary	1	1
Program Specialist	2.25	2.25
Administrative Clerk	1	1
Clerk	1	1

Full-time Equivalent **109.15 111.15**

Public Works

Administration

Director	1	1
Management Analyst	1	1
Executive Secretary	1	1
Clerk	2	2

Building and Safety

Assistant City Engineer	1	1
Assistant Building Official	1	1
Associate Engineer	3	3
Assistant Engineer	2	2
Project Development Coordinator	2	2
Supervising Building Inspector	1	1
Building Inspector	6	7
Engineering Technician	1	1
Permit Specialist	3	3
Secretary	1	1
Administrative Clerk	2	2
Clerk	1	1

Capital Improvement Projects

City Building Official	1	1
Senior Engineer	2	2
Associate Engineer	4	4
Assistant Engineer	2	3
Project Development Coordinator	1	1
Supervising Public Works Insp	1	1
Administrative Analyst	2	2
Public Works Inspector	1	1
Engineering Technician	1	0
Project Technician	1	1
Secretary	1	1

Development Services

Building Official	1	1
Senior Engineer	3	3
Associate Engineer	1	1
Assistant Engineer	1	1
Project Development Coordinator	2	2
Supervising Public Works Insp	1	1
Public Works Inspector	3	3
Engineering Technician	1	1
Permit Specialist	2	2
Secretary	1	1

Public Works *continued*

Environmental Services

Environmental Services Manager	1	1
Environ. Svc Program Coord	1	1
Stormwater Administrator	1	1
Project Development Coordinator	2	2
Administrative Analyst	1	1
Environmental Field Specialist	1	1
Secretary	1	1
Project Technician	1	1
Street Maintenance Worker	6	6

General Services

General Services Manager	1	1
Facilities and Fleet Administrator	1	1
Streets Administrator	1	1
Assistant Engineer	1	1
Sup. Vehicle Maint. Mechanic	1	1
Supervisor	4	4
Vehicle Maintenance Mechanic	3	2
General Maintenance Specialist	1	1
Street Maintenance Worker	15	16
Vehicle Maintenance Technician	0	2
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
Transportation Planning Analyst	0	1
Project Development Coordinator	1	1
Administrative Analyst	1	0
Secretary	1	1

Full-time Equivalent **122.00 125.00**

Total City Staff
Full-time Equivalent 370.75 375.75



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.

