



ANNUAL REPORT

2022



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2022 SAN FERNANDO CITY COUNCIL



**Councilmember
Sylvia Ballin**



**Vice Mayor
Hector A. Pacheco**



**Mayor
Mary Mendoza**



**Councilmember
Cindy Montañez**



**Councilmember
Celeste T. Rodriguez**

The City of San Fernando would like to thank Councilmembers Sylvia Ballin and Hector Pacheco for their guidance throughout 2022, and welcome our newest Councilmembers Joel Fajardo and Mary Solorio. We look forward to a prosperous and exciting 2023.



**Councilmember
Joel Fajardo**



**Councilmember
Mary Solorio**

LETTER FROM THE CITY MANAGER

To Our Community,

I am pleased to present the 2022 City of San Fernando Annual Report to the residents, businesses, and customers of San Fernando. This was an exciting year for the City as we continued to implement the City Council's Strategic Goals 2022-2026 and lay a solid foundation on which the next version of San Fernando will be built.

First and foremost, the City Council has worked hard to be responsible stewards of taxpayer funds, particularly Measure SF funds overwhelmingly approved by San Fernando voters. As a result, the City has emerged from years of financial challenges and ended fiscal year 2022 with a \$10.2 million General Fund reserve. This financial stewardship has put the City in a position to invest in the community through additional public safety resources, a robust capital improvement program, enhanced economic development and business support services, new social support services, and environmentally responsible sustainability projects.

As the City transitions from responding to the COVID-19 pandemic to recovering from the COVID-19 pandemic, we are presented with an opportunity to modernize the City's organizational structure and reimagine how services are provided. Rather than simply recovering from the social and economic impacts of COVID-19, which implies returning to the way things used to be, we are exploring ways to restructure based on the services that the City will be providing over the next 10 years and creatively reimagine services to set the City up for an equitable, sustainable, and resilient future.

As you look through this Annual Report, you will see the results of our improved community engagement and outreach efforts. Through the City's first digital Community Survey shared in 2022, you identified your priorities, which included supporting the economic recovery of businesses, providing programs to reduce the cost of home ownership, fixing roads and sidewalks, making San Fernando more walkable, enhancing public safety, and providing a high standard for service and quality of life.

The City Council has responded to those priorities by appropriating funds and adopting City department work plans that include:

- A robust street improvement program that addresses 30 miles of streets;
- New water treatment systems to protect the City's water system;
- Construction of a sustainable water recapture system to replenish groundwater for years to come;
- Support for the growing San Fernando Outdoor Market;
- Creation of a new Housing Division; and
- Many, many more accomplishments.

The emphasis throughout 2022 was to modernize the City's organizational structure and reimagine how services are provided. The flexibility to make these investments is only possible as a result of prudent financial leadership from the City Council and a clear vision laid out in the Strategic Goals 2022-2026.

I would like to acknowledge the guidance of the City Council, the leadership of the City's management team, and the dedication of our top-notch City staff that ensure the community receives the highest level of service each and every day.



Sincerely,

Nick Kimball

City Manager

COMMUNITY PROFILE



DATE OF INCORPORATION: **August 31, 1911**
 POPULATION: **23,946¹**
 MEDIAN AGE: **33.9²**

Racial Composition

11 People	Native Hawaiian and Other Pacific Islander
66 People	American Indian/Alaska Native Alone
76 People	Other
282 People	Black or African American Alone
353 People	Asian Alone
1,234 People	White Alone

21,770 People
 Hispanic or Latino
 (of any race)

Language Spoken at Home

73.1%	Residents Who Speak a Language Other Than English at Home
71.2%	Residents Who Speak Spanish at Home
28.1%	Residents Who Have Limited English-Speaking Abilities

Households & Income

6,504	\$77,334	\$617,500	\$1,238
Households	Median Household Income	Median Single Family Residential House Price	Median Gross Rent

Election Participation³

12,311	Registered Voters	2,349	Number of Votes Cast in June 2022 Election
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Largest Employers



Top 10 Employers⁴

Los Angeles Unified School District	2,145
Pharmavite LLC	343
Pepsi Beverages Company	320
The Home Depot	300
Los Angeles County Superior Court ⁶	250
Puretek Corporation	196
Production Resource Group LLC	151
Northeast Valley Health Group	150
Vallarta Supermarket	144
Ricon Corp	118

¹ 2020 Decennial Census Data | ² 2020 ACS 5-year Estimates | ³ Los Angeles County Registrar-Recorder/County Clerk June 2022 Election Results | ⁴ Results based on data collected by MuniServices, LLC / Avenu Insights & Analytics, 2012-13 Annual Comprehensive Financial Report, and direct correspondence with the city's local businesses. | ⁵ Total City Labor Force provided by EDD Labor Force Data | ⁶ Includes all employees at the courthouse, including state and county.



CITY OF SAN FERNANDO ACCOMPLISHMENTS IN 2022

1. Focus on Community First

- Approved four new police officer positions and implemented body worn camera system
- Established the new City Baseball Program and 4th of July Laser Light Show
- Approved a financial literacy program for residents
- Enhanced community engagement and outreach efforts
- Established recreation scholarships to make recreation programs more affordable
- Enhanced transparency and access by upgrading City Council broadcasting equipment
- Adopted a Homeless Action Plan

2. Cultivate a Stronger Local Economy

- Provided \$10,000 grants to 40 small businesses in San Fernando
- Initiated the Downtown Master Plan effort
- Attracted 300+ new jobs thanks to the new American Fruits and Flavors headquarters
- Received the Los Angeles County Economic Development Corporation 2021 Bronze Certificate of Recognition for the City's commitment to, and success in, providing businesses resiliency resources and assistance during the pandemic

3. Preserve Beautiful Homes and Neighborhoods

- Established a new Housing Division and hired a new housing coordinator in the Community Development Department to provide housing programs and resources such as the First-Time Home Buyer and Home Rehabilitation Loan programs to support affordable housing and provide homeless support services in the City
- Began Layne Park design and renovation process
- Received grant funding to renovate Pioneer Park and Las Palmas Park
- Secured \$7.5 million for improvements to the Pacoima Wash Bike Path and Natural Park

4. Strengthen Climate Resilience and Environmental Justice

- Planted 245 trees through partnership with TreePeople
- Awarded a contract to begin a Climate Action and Resiliency Plan through grant from SoCalGas
- Began updating turf replacement regulations



5. Enhance Public Transportation to Move San Fernando

- Approved the American Planning Association award-winning Safe & Active Streets Implementation Plan to initiate pedestrian and bike improvements citywide
- Kicked off work with Los Angeles Metro to initiate additional safety and traffic studies for a potential light rail line and station in San Fernando
- Enhanced the role of the Transportation Commission to include Public Safety advisory responsibilities
- Awarded a construction contract for the Pacoima Wash Bike Path

6. Build Reliable and Resilient Infrastructure

- Began phase 1 of the Street Repair Project, applying slurry seal to 18 miles of streets
- Awarded construction contracts for the
 - Street Repair Project
 - Sidewalk Repair Project
 - Glenoaks Bridge Fencing Project
- Began construction of a new reservoir to increase water storage capacity
- Completed construction of a new water treatment facility
- Completed construction of a water infiltration system to capture rainwater and replenish groundwater supply

7. Forge Financial Strength and Stability

- 29.6% increase in General Fund reserve
- \$10,052,509 in General Fund reserve
- Significant increase in film activity and revenue
- Appropriated American Rescue Plan Act (ARPA) funds toward transformative projects, including:
 - Water system resiliency projects
 - Virtual San Fernando App and website improvements to increase digital access to City services
 - Preparation of a Downtown Master Plan
 - High speed Wi-Fi and computer rooms at City parks
 - First-Time Home Buyer and Home Rehabilitation Loan Programs

8. Emergency Preparedness: Supporting the Community

- Hosted a series of disaster preparedness meetings with local organizations through the Dr. Lucy Jones Center for Science and Society
- Developed flu clinics at Las Palmas Park
- Hosted CORE pop-up testing and vaccination for COVID-19
- Opened a cooling center at Las Palmas Park



FOCUS ON COMMUNITY FIRST

Goal

The City of San Fernando is committed to providing a high standard for service, safety and quality of life for San Fernando taxpayers. The City works to increase opportunities and support for residents to secure their basic needs, and connect residents to support. These outcomes can be achieved by enhancing public safety, increasing access to City services and programs, and keeping the community informed through outreach and transparency initiatives.

Accomplishments

In 2022, the City moved forward with focusing on community first through the following efforts:

SAFETY

The City Council approved four new police officer positions, and the San Fernando Police Department (SFPD) deployed body-worn cameras for all police officers to improve safety for San Fernando residents, businesses, and visitors.

QUALITY OF LIFE

The City established a new city-run Pony League baseball program, 4th of July Laser Light Show, financial literacy programs, and scholarships to make recreation programs more affordable.

COMMUNITY ENGAGEMENT

The City upgraded the multimedia broadcasting equipment in the City Council Chambers to live stream City Council meetings. The City also enhanced community engagement, outreach, and public information efforts to improve communication with residents and businesses.

HOMELESSNESS

The City adopted a Homelessness Action Plan to lay the groundwork for assisting individuals experiencing homelessness with a path to housing and support services.



THE 'RED, WHITE & LIGHTS' LASER SHOW AT THE SAN FERNANDO MALL



MARIACHI BAND AT DIA DE LOS MUERTOS EVENT



CITY'S 111TH BIRTHDAY CELEBRATION



PROMOTING THE ANNUAL COMMUNITY SURVEY



PRIDE FLAG RAISING EVENT



SFPD HOSTS NATIONAL NIGHT OUT



SAN FERNANDO LAUNCHED CHAT WITH THE CHIEF

THE CITY OF SAN FERNANDO

Tips for living with Coyotes

Coyotes are native to California and serve an important role in our ecosystem by helping control the population of rodents, rabbits, and other suburban mammals. Human safety is also a priority in managing human-coyote interactions.

The City of San Fernando's goal is to involve the community in coyote management efforts by increasing residents' awareness about coyote behavior and providing tools to use when encountering a coyote.

For more information, visit:
[SFCITY.ORG/Animal-Insect-Control/#Coyotes](https://www.sfcity.org/Animal-Insect-Control/#Coyotes)

LEARNING ABOUT LIVING WITH COYOTES



CITY'S 111TH BIRTHDAY CELEBRATION



THE SAN FERNANDO VALLEY MILE RUN



CULTIVATE A STRONGER LOCAL ECONOMY

Goal

The City of San Fernando is committed to pursuing economic development opportunities to bolster the City's revenue, enhance the health of the business climate, and highlight the City's rich history, culture, music, arts, and Native American and Latin American roots. Enhancing the local economy provides the resources to fund top-notch City services, programs, and infrastructure.

Accomplishments

In 2022, the City moved forward with cultivating a stronger local economy through the following efforts:

ECONOMIC DEVELOPMENT

The City initiated the Downtown Master Plan effort to secure the future economic vibrancy of San Fernando.

BUSINESS SUPPORT

The City used federal Community Development Block Grant (CDBG) funding to provide \$10,000 grants to 40 small businesses in San Fernando. The City's Public Works and Police departments supported the San Fernando Outdoor Market by cleaning and closing the streets and ensuring the safety of the thousands of attendees at each event. In 2021, the Los Angeles County Economic Development Corporation recognized the City with the Bronze Certificate of Recognition for the City's commitment to, and success in, providing businesses resiliency resources and assistance during the pandemic.

JOB ATTRACTION

With the completion of the new 165,000-square-foot American Fruits and Flavors headquarters building, the City attracted over 300 new jobs to the area.



THE SAN FERNANDO OUTDOOR MARKET



THE SAN FERNANDO OUTDOOR MARKET



A NEW MANUFACTURING BUSINESS
MOVES TO SAN FERNANDO



FILMING IN DOWNTOWN SAN FERNANDO



SAN FERNANDO TREE LIGHTING EVENT



SAN FERNANDO FITNESS GRAND OPENING



LASH AND GLOW GRAND OPENING



BODEVI WINE AND ESPRESSO BAR GRAND OPENING



FOX STUDIO DANCE AND GYMNASTICS GRAND OPENING



CITY BUSINESS SHIPPING GRAND OPENING



PRESERVE BEAUTIFUL HOMES AND NEIGHBORHOODS

Goal

The City of San Fernando is committed to facilitating common-sense housing policy to preserve the charm of San Fernando and provide natural, safe, neighborhood-centered spaces for residents to play and be active.

Accomplishments

In 2022, the City moved forward with preserving the safety and beauty of our homes and neighborhoods through the following efforts:

HOUSING POLICY

The City established a Housing Division, created a new housing coordinator staff position, and worked to reestablish first-time home buyer and rehabilitation loan programs to help families find affordable homes in San Fernando.

NEIGHBORHOOD PARK IMPROVEMENTS

The City began efforts to renovate Layne Park to provide a new and improved area for recreation and natural beauty. Working with Assemblymember Luz Rivas's office, the City secured \$7.5 million for the rehabilitation of the Pacoima Wash Natural Park and a bridge connecting to the Pacoima Wash Bike Path. These efforts help connect residents and students to parks and recreational opportunities.

COMMUNITY PRESERVATION

The City developed the San Fernando Beautification Program and mailed an informational postcard to all San Fernando residents illustrating the City's property maintenance standards. The City Council also approved adding one additional community preservation officer to enforce property maintenance standards and drought watering restrictions citywide.



THE SOUTH GATEWAY TO THE CITY OF SAN FERNANDO



COMMUNITY WORKS TOGETHER TO MAINTAIN ORTEGA SR. PARK



MISSION CITY TRAIL CLEANUP EVENT



COMMUNITY VOLUNTEERS AND CITY PUBLIC WORKS CREWS PARTNERED TO CLEAN AND BEAUTIFY THE PACOIMA WASH NATURAL PARK



RESIDENTS PARTICIPATED IN A CLEANUP EVENT AT RUDY ORTEGA SR. PARK



COMMUNITY MEMBERS PAINTING THE MISSION CITY TRAIL SIGN DURING THE COMMUNITY CLEANUP EVENT



THE CITY OF SAN FERNANDO

*Help keep San Fernando
Beautiful & Safe*



THESE CONDITIONS ARE VIOLATIONS OF SAN FERNANDO MUNICIPAL CODE

Trash, remnants of household items, or bulky items in the public right-of-way 	Abandoned, wrecked, or inoperable vehicle visible to the public 	Commercial vehicles parked in residential areas and visible to the public 	Overgrown vegetation and dead vegetation/trees 	Clothes lines or drying of clothes visible to the public 	Trash cans visible to the public 	Unsightly or dilapidated fences and/or walls 	Canopies and car tents visible to the public 
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A POSTCARD SENT TO RESIDENTS EDUCATES THEM ABOUT THE ACTIONS TO AVOID TO KEEP SAN FERNANDO BEAUTIFUL AND SAFE



STRENGTHEN CLIMATE RESILIENCE AND ENVIRONMENTAL JUSTICE

Goal

The City of San Fernando is committed to protecting public health, natural resources, and local water independence, by being a leader in promoting conservation, energy efficiency, sustainability, reducing climate-related risks, and increasing climate resilience and adaptation.

Accomplishments

In 2022, the City moved forward with strengthening climate resiliency and environmental justice through the following efforts:

METROPOLITAN WATER DISTRICT CHAIRMAN

The City of San Fernando's representative on the MWD Board of Directors, Adan Ortega, was elected to serve a two-year term as Chairman of the Board, which serves more than 19 million people across six counties in Southern California. Through Chairman Adan Ortega, San Fernando will proudly hold a leadership role in setting regional water policy and serve as the voice for all under-served members of MWD.

CLIMATE RESILIENCY PLANNING

The City received a grant from SoCalGas to create a Climate Action and Resiliency Plan. This plan is expected to be completed in 2023 and will provide a framework for projects and programs to improve the City's CalEnviroScreen score, which measures a community's pollution burden according to its characteristics.

SUSTAINABILITY PROGRAMS

Through a grant and partnership with TreePeople, the City planted 245 street trees to help reduce the heat island effect in San Fernando (street trees are trees planted in the public right-of-way, such as between a curb and a sidewalk). The City also updated the turf replacement regulations to align with regional goals to reduce water use while maintaining aesthetically pleasing design.



METROPOLITAN WATER DISTRICT BOARD OF DIRECTORS CHAIRMAN ADAN ORTEGA WITH SAN FERNANDO CITY COUNCIL MEMBERS



TESLA ELECTRIC VEHICLE SUPER CHARGER STATIONS IN A PARKING LOT IN SAN FERNANDO



THE NEXT GENERATION OF SAN FERNANDO RESIDENTS PLANT TREES THAT WILL PROVIDE CLEAN AIR FOR GENERATIONS TO COME



ENHANCE PUBLIC TRANSPORTATION TO MOVE SAN FERNANDO



CITY STAFF PARTICIPATE IN BIKE TO WORK WEEK 2022



IN-GROUND BOLLARDS CREATE A NEW WALKING ENVIRONMENT



A METROLINK TRAIN ARRIVES AT THE SYLMAR/SAN FERNANDO
TRAIN STATION

Goal

The City of San Fernando is committed to enhancing regional and local public transportation options that benefit residents, employees, visitors, and customers of San Fernando businesses and cultural institutions.

Accomplishments

In 2022, the City moved forward with enhancing public transportation through the following efforts:

BICYCLE & PEDESTRIAN SAFETY

The City Council approved a Safe & Active Streets Implementation Plan, which won an American Planning Association award. The plan initiates pedestrian and bike improvements citywide to make San Fernando safer for people who walk and ride bikes. The City also began construction on the long-awaited Pacoima Wash Bike Path to open up new bike routes for connecting San Fernando to the Valley's growing bicycle network. The City also proclaimed May is Bike Month in San Fernando and has promoted active transportation throughout the city with tips for walking and bicycling, including a bicycle valet service at key events.

REGIONAL LIGHT RAIL TRANSIT

The City worked with Los Angeles Metro to initiate additional safety and traffic studies to potentially bring a light rail line and transit station to San Fernando. The additional studies will provide measures to address the impacts of adding light rail next to the existing railroad.

TRANSPORTATION AND PUBLIC SAFETY COMMISSION

The City enhanced the role of the Transportation Commission to include public safety advisory responsibilities, renaming it the Transportation and Public Safety Commission. Through the Transportation and Public Safety Commission, residents had the forum to request a number of traffic calming features, including new all-way stop signs and speed bumps.



BUILD RELIABLE AND RESILIENT INFRASTRUCTURE

Goal

The City of San Fernando is committed to increasing capital expenditures to address critical infrastructure needs, including but not limited to, addressing deferred maintenance of City buildings, streets, water and sewer systems, and sidewalks.

Accomplishments

In 2022, the City moved forward with building reliable and resilient infrastructure through the following efforts:

STREET IMPROVEMENTS

The City began Phase 1 of the Street Repair Project that repaired 18 miles of residential streets with a slurry seal application. Phase 2, which is expected to repair an additional 10 miles of streets, will be completed in 2023.

WATER SYSTEM IMPROVEMENTS

The City completed construction of a new water treatment facility on one of its wells to preserve the City's water independence. The City constructed a new water infiltration system under San Fernando Recreation Park to capture rainwater and replenish the groundwater supply. San Fernando also began construction of a new reservoir to increase drinking water storage capacity for residents and businesses.

BRIDGE & SIDEWALK IMPROVEMENTS

The City awarded construction contracts for work to begin on the Sidewalk Repair Project and the Glenoaks Bridge Fencing Project. Construction is expected to be completed in 2023.



THE CITY CONSTRUCTED A NEW WATER INFILTRATION SYSTEM



A RESURFACING PROJECT IMPROVED A CITY STREET





FORGE FINANCIAL STRENGTH AND STABILITY

Goal

The City of San Fernando is committed to managing taxpayer funds responsibly growing the City's revenue streams and protecting minimum reserve balances, in accordance with adopted Comprehensive Financial Policies.

Accomplishments

In 2022, the City moved forward with forging financial strength and stability through the following efforts:

FUND RESERVES

Through prudent financial planning and responsible budgeting, the City increased the General Fund reserve balance (i.e. rainy day fund) by 29.6% to \$10,052,509. This represents 43.9% of General Fund revenue.

CITY REVENUES

The City increased General Fund revenue, which funds most City services, including public safety, maintenance, recreation programs, cultural events, and administration,

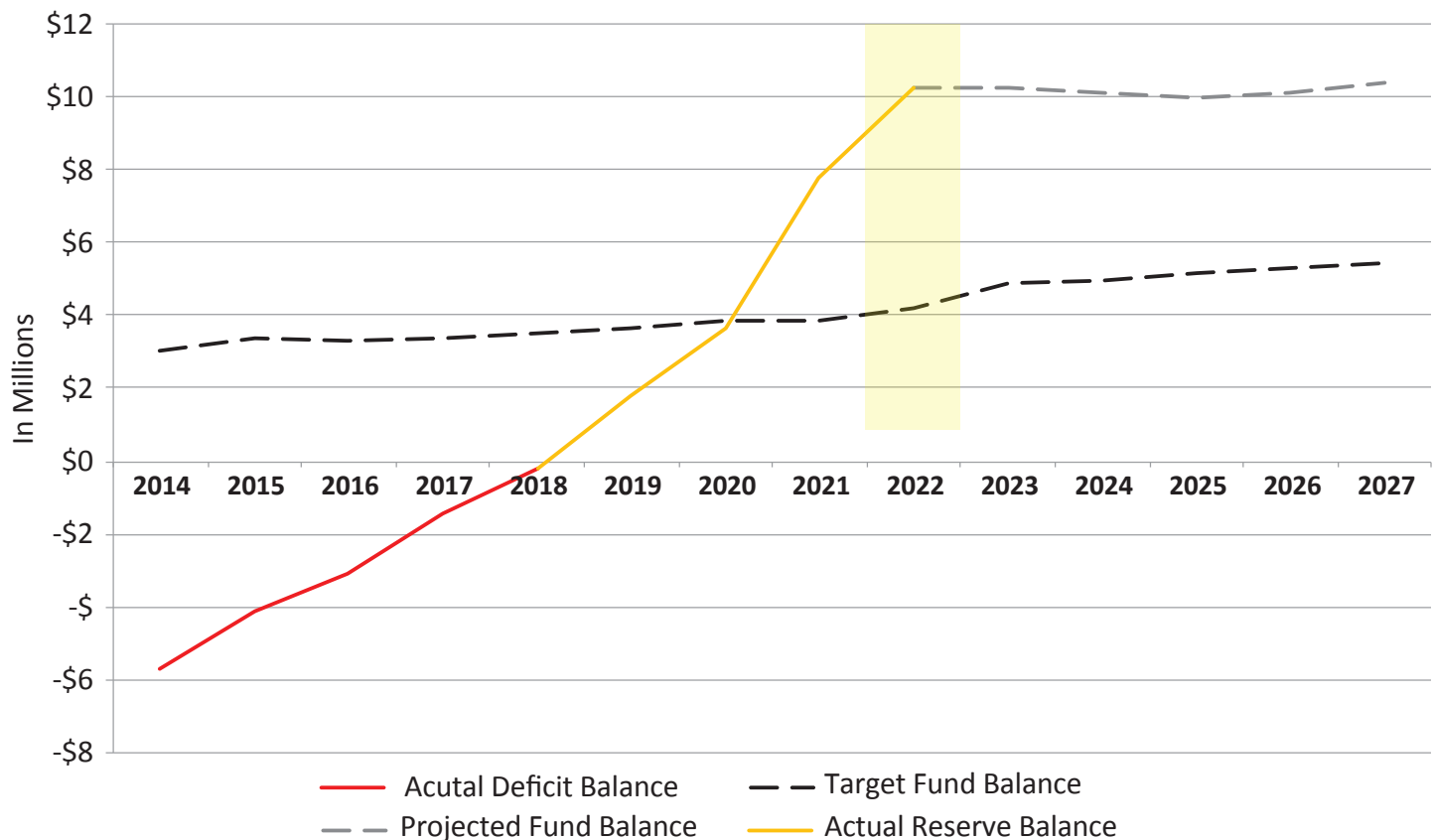
by 6.7%. Sales and business related taxes account for approximately 67.2% of City revenues and property taxes account for 14%. Through a partnership with FilmLA, film activity and revenue increased from 2021 to 2022.

GRANT FUNDS

The City secured more than \$6.7 million of grant funding in 2022 to pay for key projects, such as the water infiltration system at Recreation Park, the Pacoima Wash Bike Path, the sidewalk repair program, and San Fernando Police Department's public safety programs.

Additionally, the City Council appropriated federal American Rescue Plan Act (ARPA) funds toward transformative projects, including projects that improve the City's water systems, increase public digital access to City services, provide high-speed wi-fi and computer rooms at City parks, beautify San Fernando's public spaces, and make it easier for first-time home buyers to settle in San Fernando.

General Fund: Projected Fund Balance





EMERGENCY PREPAREDNESS: SUPPORTING THE COMMUNITY

Goal

The City of San Fernando is committed to preparing City staff and community members to be safe before, during, and after an emergency or natural disaster, including but not limited to, earthquakes, wildfires, wind events, extreme heat, floods, and pandemics. Effective emergency management requires adequate training and preparation before an emergency, decisive action and coordination during a response, leveraging resources during recovery, and providing timely information and clear communication throughout.

Accomplishments

In 2022, the City moved forward with enhancing emergency preparedness through the following efforts:

COMMUNITY PREPAREDNESS

Given our ecological and climate realities, the City of San Fernando has taken proactive steps to better organize the local community through a series of disaster preparedness workshops facilitated by the Dr. Lucy Jones Center for Science and Society. The City has also applied for grant funding to better prepare for climate-related threats and regularly uses the local emergency communication system (ALERT San Fernando) to ensure important information is actively pushed out to the community via text, phone calls, and emails.

RESPONDING TO EMERGENCIES

San Fernando experiences high heat days during the summer months. In 2022, the City opened the Las Palmas Park cooling center for each day exceeding 100 °F. The City also hosted sites for flu preparedness at Las Palmas Park, and COVID-19 testing and vaccination pop-ups at Recreation Park during the first half of 2022.



COMMUNITY RESILIENCE SERIES PARTICIPANTS



RECREATION PARK AS A FOOD DISTRIBUTION/EMERGENCY HUB



LOOKING AHEAD

The City of San Fernando will continue to advance programs, projects, and initiatives that uplift the quality of life for residents and businesses in San Fernando and create a community where everyone thrives. The City plans to complete several projects in 2023, including the water reservoir improvements, the Pacoima Wash Bike Path, a Climate Action and Resiliency Plan, the second phase of comprehensive street repairs, and citywide sidewalk repairs. The community can also look forward to 2023 events, including a bigger 4th of July celebration, the City's Birthday, Dia de Los Muertos/San Fernando Valley Mile Run 1 mile run, Holiday Tree Lighting Celebration, Metro Open Streets event, and more.





STAY CONNECTED



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San Fernando, CA 91340



(818) 898-1200



SFCity.org



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by scanning this QR code.



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For questions about the annual report, please contact the City Manager's office at CityManager@sfcity.org