



# ANNUAL REPORT

2023



Resilient Roots, Vibrant Vision

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## LETTER FROM THE CITY MANAGER

### To Our Community,

San Fernando made significant progress in advancing the Strategic Goals and successfully completed numerous crucial capital projects in 2023, but we also grappled with a profound loss with the passing of Councilmember Cindy Montañez, leaving a void in the fabric of the community. Through all of the turbulent ups and downs, we maintained our focus and demonstrated tremendous resiliency. To that end, the theme of the 2023 Annual Report is *Resilient Roots, Vibrant Vision*.

This theme reflects how the San Fernando community pulled together to celebrate and honor the life and legacy of Councilmember Montañez through top-notch community events like the City's 112th birthday, Cindy Montañez Natural Park renaming, El Grito/Compana de Libertad dedication, and SFV Mile Run/ Día de Los Muertos festival, among many, many other great community events that are highlighted in this Annual Report.

This theme also reflects how the San Fernando community built a more resilient water system, completed a large storm-water capture system to replenish natural groundwater reserves, planted

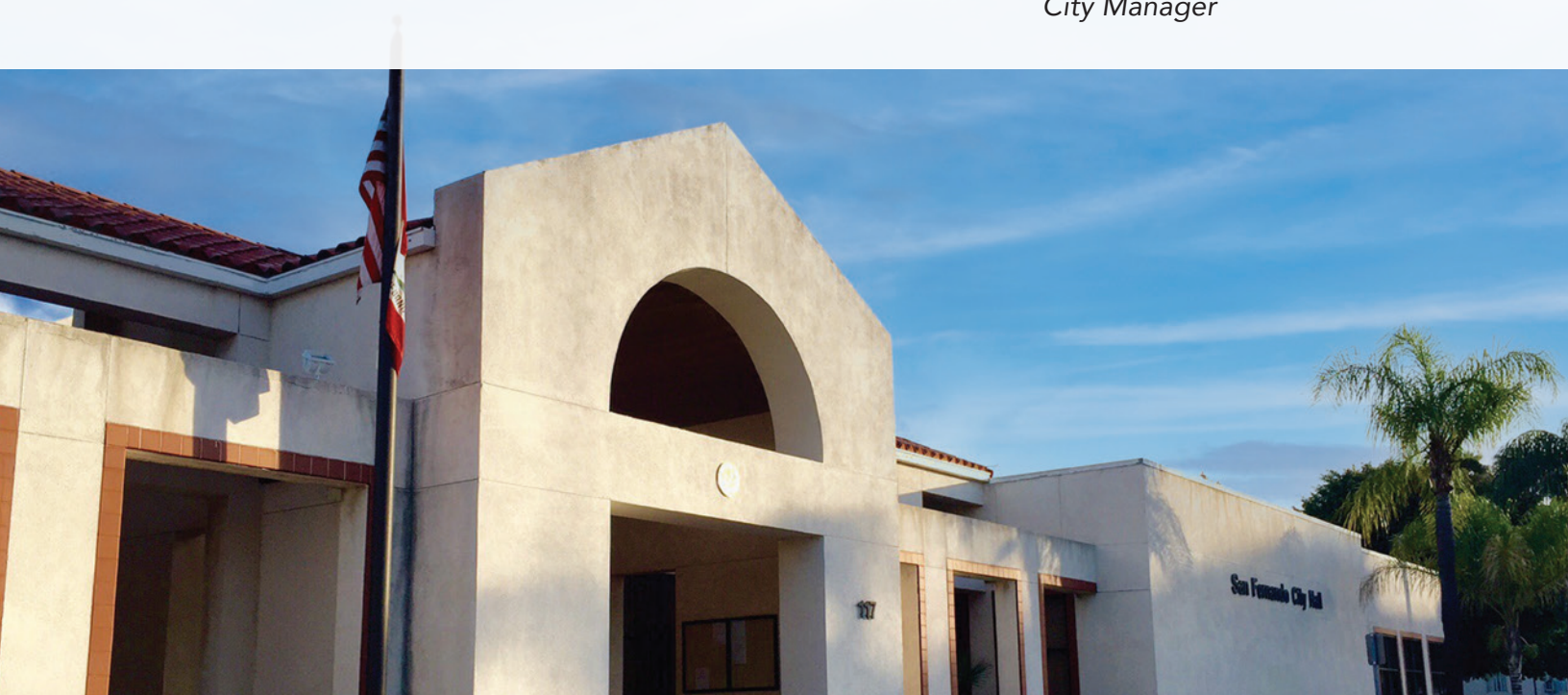
hundreds of trees (and milkweed) to address the significant heat island effect, opened a new Business & Community Resource Center to enhance services available to residents and local businesses, and added to the City's financial reserves to set us up for a more vibrant and resilient future.

The 2023 Annual Report encompasses and highlights eight strategic goals, organized into the following four categories: 1) Community, 2) Public Safety, 3) Environmental and Financial Stewardship, and 4) Building a Better San Fernando.

My thanks to the Mayor and City Councilmembers who have provided exemplary leadership and clear policy guidance throughout this particularly difficult and emotional year. I am honored to serve as the City Manager for the City of San Fernando and, on behalf of all City employees, we look forward to continuing to work together to achieve the Strategic Goals 2022-2026 and begin the process of developing the next version of San Fernando's strategic goals.

Sincerely,

**Nick Kimball**  
City Manager



# 2023

## SAN FERNANDO CITY COUNCIL



Mayor  
**Celeste T. Rodriguez**



Vice Mayor  
**Mary Mendoza**



Councilmember  
**Joel Fajardo**



Councilmember  
**Mary Solorio**



Councilmember  
**Cindy Montañez**



# DEDICATION TO COUNCILMEMBER MONTAÑEZ



Cindy was born on January 19, 1974, in San Fernando, California, and raised in San Fernando by her parents, who were immigrants from Mexico, along with her five siblings. She attended UCLA where, in the Spring of 1993, she was one of five students to join a hunger strike in protest against a decision by the UCLA Chancellor to deny the creation of a Chicano Studies program. The hunger strike ended after 14 days with the establishment of the César E. Chávez Center for Interdisciplinary Instruction in Chicana and Chicano Studies at UCLA.

In 1999, Cindy was elected to the San Fernando City Council, and in 2001 she and her older sister, Maribel de la Torre, made history as two sisters concurrently serving on the same city council when de la Torre won a seat. Cindy resigned from the San Fernando City Council in 2002 when she won a seat in California's 39th State Assembly District. Her legislative work focused on issues that were vital to her district, including education, the environment, health care and consumer/worker protection.

In February 2004, Cindy was named chairperson of the Assembly Rules Committee. At 30 years old, she was the youngest person to ever chair the powerful committee as well as the first Latina and the first Democratic woman to chair the committee.

After leaving the Assembly, Cindy served on the California Unemployment Insurance Appeals Board and as Assistant General Manager for the Los Angeles Department of Water and Power. Most recently, Cindy served as CEO for TreePeople and rapidly expanded the Los Angeles-based organization's impact across Southern California, turning it into the fastest-growing environmental nonprofit in the region.

In 2020, Cindy returned to the City of San Fernando after being elected Councilmember and worked to establish the City's Strategic Goals, which serve as a framework for this annual report.

# COMMUNITY PROFILE

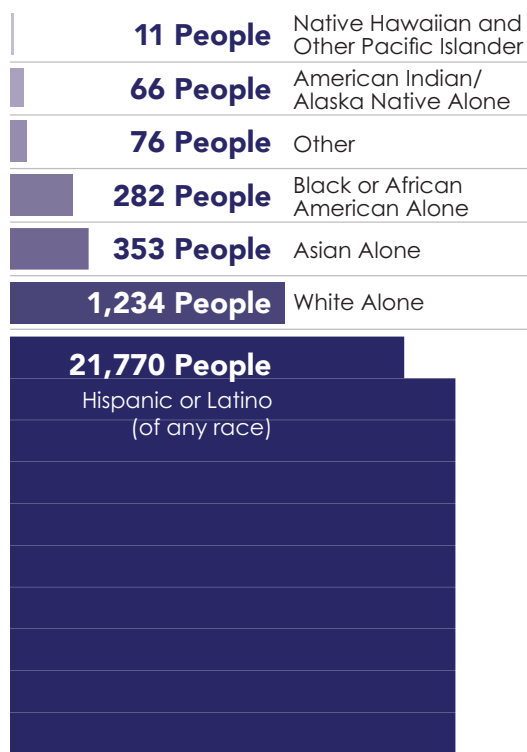


DATE OF INCORPORATION: August 31, 1911

POPULATION: 23,946<sup>1</sup>

MEDIAN AGE: 35.8

## Racial Composition



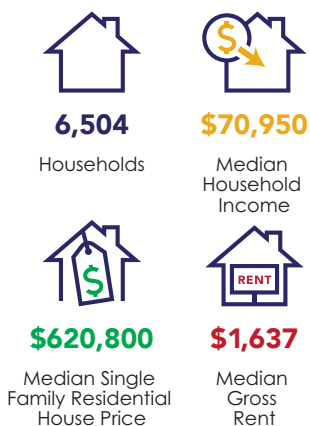
## Language Spoken at Home

73.9% Residents Who Speak a Language Other Than English at Home

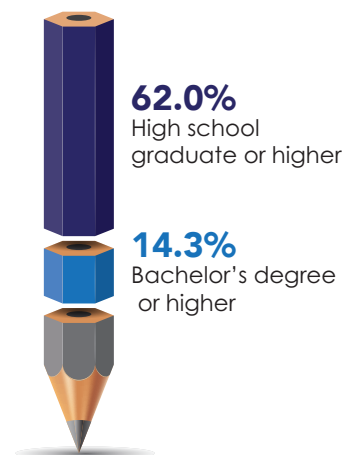
71.2% Residents Who Speak Spanish at Home

28.1% Residents Who Have Limited English-Speaking Abilities

## Households & Income



## Education



## School<sup>2</sup>

- 10 Early Education & Preschools
- 10 Elementary & After Schools
- 7 Middle Schools
- 5 High Schools
- 8 Nearby Colleges, Universities & Continuation Schools
  - Mission Continuation School – San Fernando, 1.3 miles
  - North Valley Adult Career Education – Mission Hills, 2.2 miles
  - Los Angeles Mission College – Sylmar, 3 miles
  - Los Angeles Valley College – Van Nuys, 10 miles
  - California State University, Northridge – Northridge, 10.1 miles
  - Pierce College – Woodland Hills, 17.5 miles
  - University of California, Los Angeles (UCLA) – Los Angeles, 18.5 miles
  - University of Southern California (USC) – Los Angeles, 26.8 miles

## Workers in San Fernando<sup>3</sup>

### EMPLOYMENT

Total Workers – 10,230

Blue Collar Workers – 34%

White Collar Workers – 48%

Service Workers – 18%

Unemployment Rate – 10.8%

### COMMUTE

Workers who commute 7+ hours weekly – 21%

Workers who drive alone to work – 75.3%

### BUSINESS

Total Business Establishments – 1,074

Total Employees – 10,343

<sup>1</sup> 2022 American Community Survey 5-Year Estimates | <sup>2</sup> <https://ci.san-fernando.ca.us/schools/> | <sup>3</sup> SCAG 2021 Employment Statistics



# STRATEGIC GOALS



## FOCUS ON COMMUNITY FIRST

The City of San Fernando is committed to providing a high standard of 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 services. 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.



## CULTIVATING A STRONGER LOCAL ECONOMY

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, Native American, and Latin American roots. Enhancing the local economy provides the resources to fund top-notch City services, programs, and infrastructure.



## PRESERVE BEAUTIFUL HOMES AND NEIGHBORHOODS

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.



## STRENGTHENING CLIMATE RESILIENCE AND ENVIRONMENTAL JUSTICE

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.



## ENHANCE PUBLIC TRANSPORTATION TO MOVE SAN FERNANDO

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.



## BUILD RESILIENT AND RELIABLE INFRASTRUCTURE

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.



## FORGE FINANCIAL STRENGTH AND STABILITY

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.



## EMERGENCY PREPAREDNESS SUPPORTING THE COMMUNITY

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 the response, leveraging resources during the recovery, and providing timely information and clear communication throughout.



## COMMUNITY

The City places a high value on enhancing quality of life and community satisfaction in San Fernando through our core value of **Focusing on Community First**. As we reflect on 2023, the City proudly presented high-quality programs, events, and collaborative efforts that created togetherness, resilience, and progress within San Fernando. Events like the Red, White, and Lights Independence Day Celebration, San Fernando Mile Run/Dia de los Muertos Festival, and Move Your Way Open Streets brought out thousands of residents and visitors to connect and celebrate.

The City also recognizes the critical role that business and entrepreneurship play in shaping a community's identity. As we emerge from the COVID-19 pandemic that significantly impacted local business, the City remains dedicated to realizing one of our strategic goals: **Cultivating a Stronger Local Economy**. To that end, the City hosted several grand openings for new businesses and established a unique Business

and Community Resource Center (BCRC) at City Hall to support economic development, small business entrepreneurship, and community-based services.

The City continued its efforts to **Preserve Beautiful Homes and Neighborhoods** by hosting multiple community clean-up events, constructing new park amenities through several park revitalization projects, and, through the BCRC, establishing a Housing Division to support the City's efforts to assist individuals experiencing homelessness. Moreover, the City provided Spanish interpretation services at City Council meetings, commission meetings, and community Town Hall events as part of an enhanced Community Engagement Framework and Language Access Plan to ensure everyone can actively participate and feel welcome in shaping the City. Please enjoy some of the memories of the City's efforts to bolster community identity and pride in 2023.



CINDY MONTAÑEZ NATURAL PARK DEDICATION EVENT



MOVE YOUR WAY OPEN STREETS EVENT



ANNUAL PRIDE FLAG RAISING EVENT



HOLIDAY TREE LIGHTING EVENT





MISSION CITY BASEBALL OPENING DAY



GRAND OPENING & RIBBON CUTTING CEREMONY  
FOR NEW BUSINESS



SPRING JAMBOREE EVENT



CITY'S 112TH BIRTHDAY CELEBRATION

The City established the Business and  
Community Resource Center

The City offered Spanish interpretation  
at City Council and Commission Meetings



LAS PALMAS PARK REVITALIZATION  
PROJECT COMMUNITY MEETING



## COMMUNITY



HISPANIC HERITAGE CELEBRATION



USPS FEDERAL CREDIT UNION  
GRAND RE-OPENING & RIBBON CUTTING



MARIACHI MASTER APPRENTICE PROGRAM



GAIN FEDERAL CREDIT UNION & DIY GIRLS RIBBON CUTTING



BUSINESS & COMMUNITY RESOURCE CENTER WITH  
PARTNERS NVCS, HOME AGAIN LA & ICON CDC





DEDICATION OF LA CAMPANA DE LIBERTAD & EL GRITO



CHULA CHIC 3-YEAR CELEBRATION



EDUCATION COMMISSION SCHOLARSHIP AWARDS CEREMONY



GRAND OPENING OF THE BUSINESS  
AND COMMUNITY RESOURCE CENTER



DIA DE LOS MUERTOS EVENT



RED, WHITE, AND LIGHTS INDEPENDENCE DAY EVENT





## PUBLIC SAFETY

The well-being and safety of every community member is of utmost importance to creating a better city. Over the past year, the San Fernando Police Department (SFPD) has dedicated resources to create an environment where businesses and residents feel supported and connected to the City, including developing new programs such as the Community Academy, Parent Academy, and SFPD Open House, while continuing the existing Neighborhood Watch, Business Watch, National Night Out, and Chat-with-the-Chief programs.

SFPD staff continue to be active members of the community by raising money for the Special Olympics and participating in large community events like the monthly San Fernando Outdoor Market, National Night Out, and Move Your Way Open Streets events. By integrating themselves as partners in community events, SFPD Officers are more visible, accessible, and able to build one-on-one relationships with the members of the community.

### The SFPD hosted:

- 11 Community Academy Meetings
- 6 Neighborhood Watch Meetings
- 6 Business Watch Meetings
- "Chat with the Chief" Meetings

Despite a shortage of officers throughout law enforcement, SFPD hired four new officers in 2023 to bolster patrol operations and provide the additional support necessary to implement proactive public safety programs, including the Special Enforcement Team (SET), additional parole checks, and formation of a special traffic enforcement detail. The additional staff resources allow the Police Department to better respond to the specific needs of San Fernando businesses and residents. As we look back at the progress made in 2023, we look forward to hiring more officers in 2024 to continue the progress made in public safety in recent years.



SFPD EXPLORER POST 521 PLACING FLAGS ON MEMORIAL DAY



2023 NATIONAL NIGHT OUT



HIRED FOUR NEW POLICE OFFICERS & ONE DESK OFFICER





MOVE YOUR WAY 2023 EVENT



SFPD CANINE RENZ AND CANINE OFFICER MURILLO

The City hired 4 police officers and  
1 desk officer  
Staff completed approximately 1,689  
training hours!



SFPD PAROLE COMPLIANCE CHECK



TEAM SAN FERNANDO CARRYING THE FLAME OF HOPE  
DURING THE SPECIAL OLYMPICS TORCH RUN



## PUBLIC SAFETY

San Fernando Police Department  
**Halloween Safety Meeting**

As we approach the spooky season, it's crucial to ensure the safety of our community and our little trick-or-treaters! Don't miss out on the next Neighborhood Watch meeting and the opportunity to discuss how we, as a community, can enhance safety in the Orange Grove Avenue/Fourth Street area on Halloween night.

**AUGUST 16, 2023**  
**6 PM**  
**RUDY ORTEGA, SR. PARK**  
**2025 Fourth Street**

SFCITY.ORG/SFPolice | Police@sfcity.org | (818) 898-1263  
@OfficialCityOfSanFernando @SanFernandoPolice



SFPD HALLOWEEN SAFETY MEETING



SFPD OFFICER TRAINING



SFPD OPEN HOUSE EVENT





SFPD AT THE MOVE YOUR WAY EVENT



CHIEF VALDEZ HOSTING A COMMUNITY ACADEMY MEETING

**The City facilitated special community meetings/trainings:**

- Active Shooter training at Santa Rosa school
- National Drug takeback day
- Traffic safety enforcement during Halloween



SFPD OPEN HOUSE EVENT





## STEWARDSHIP

Stewardship plays a crucial role in running a high-functioning city government as it involves: robust management of sustainable labor, financial, and environmental resources; sound, goal-oriented decision-making; and a responsible and ethical outlook toward governance that includes transparency, accountability, and adaptability. Good stewardship ultimately contributes to the long-term health, resilience, and prosperity of a city and its community. Throughout 2023, San Fernando made progress in its efforts to prioritize environmental and financial stewardship by ensuring that the decisions that we make today improve future generations of San Fernando businesses and residents.

### ENVIRONMENTAL STEWARDSHIP

Throughout 2023, the City made strides toward **Strengthening Climate Resilience and Environmental Justice** through our environmental stewardship efforts including replenishing our local water resources through a large-scale rainwater capture and infiltration system; addressing heat island impacts by planting hundreds of trees through the Calles Verdes grant project; securing grant funding to prepare a Climate Action and Resilience Plan; and securing grant funding to create the first Green Alley project in the City with permeable surfaces, water capture features, and pedestrian-friendly mobility improvements.



CINDY MONTAÑEZ NATURAL PARK  
DEDICATION AND TREE PLANTING

The City planted 365 trees with the community through the Calles Verdes project

The City launched the Climate Action Resilience Plan and Urban Forestry Plan

The San Fernando Regional Park Infiltration Project can hold enough water to cover a football field 25 feet deep every time it rains!



SAN FERNANDO REGIONAL PARK INFILTRATION PROJECT



OUTREACH FOR THE EVERY LAST DROP STUDY





# STEWARDSHIP

## FINANCIAL STEWARDSHIP

San Fernando considers its role as a responsible and ethical custodian of taxpayer funds as one of the most sacred functions of good city governance. Continued sound financial practices, balanced budgets, and an emphasis on **Forging Financial Strength and Stability** have resulted in an increase to the City's General Fund reserves, which now stand at \$10.3 million to provide necessary emergency savings and the ability to invest in enhanced San Fernando services and capital projects.

Leveraging other sources of funding, primarily through state and federal grant awards, has also strengthened the City's financial stewardship by funding capital projects, programs, and services available to the community without increasing the tax burden for San Fernando community members. In 2023, San Fernando accepted \$16.7 million in grant funding to support our many projects.



CITY RECEIVES GFOA BUDGET AWARD

The City accepted \$16.7 million in grant funding in 2023.



SENATOR CAROLINE MENJIVAR'S CHECK PRESENTATION

THE CITY OF SAN FERNANDO

## ANNUAL TRANSACTION TAX (Measure A/SF)

# TOWN HALL MEETING

September 25, 2023 @ 6:30 pm



### PRESENTATION

Receive a presentation of the  
FY 2022-2023  
Transaction Tax (Measure A/SF)  
Annual Report of revenues and uses



### FEEDBACK

Have an opportunity to provide  
feedback regarding future uses of  
Transaction Tax  
(Measure A/SF) funds

## THREE WAYS TO PARTICIPATE



### IN PERSON

Attend In Person and  
provide your feedback  
Council Chambers  
117 Macneil Street  
San Fernando



### LIVE

Watch live and leave  
your feedback in  
the comments  
@TheCityOfSanFernando



### EMAIL

Email your feedback by  
4 pm on the day of  
the meeting  
CityClerk@sfcity.org

### FOR MORE INFORMATION:

(818) 898-1212

Finance@sfcity.org

WWW.SFCITY.ORG

### TRANSACTION TAX TOWN HALL



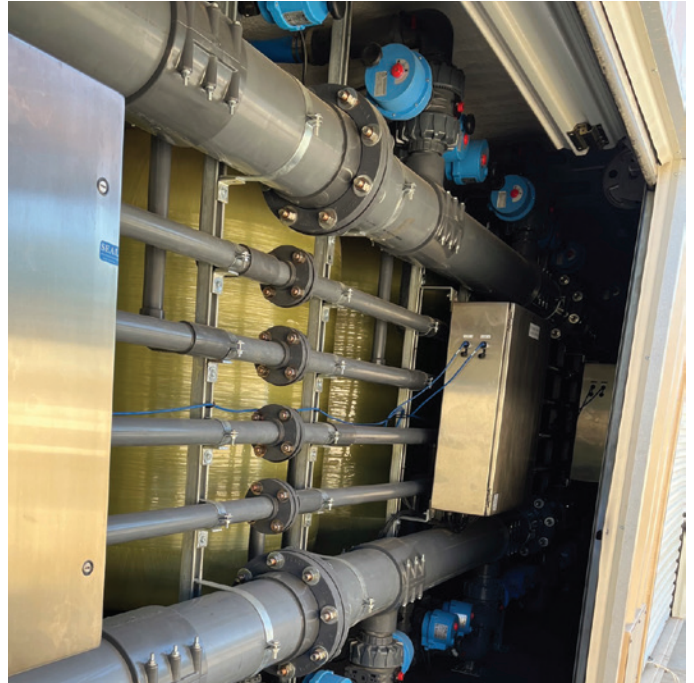


## BUILDING A BETTER SAN FERNANDO

Maintaining, repairing, and replacing the City's infrastructure, including streets, medians, sidewalks, water and sewer mainlines, streetlights and street signs, parks, and other public facilities, are core functions of city government. Through our commitment to **Building Resilient and Reliable Infrastructure**, the City moved forward with an ambitious capital improvement schedule in 2023. Over the past year, the City completed multiple high-profile projects, including Phases 1 and 2 of the Annual Street Resurfacing project to improve more than 30 miles of streets, construction of a new water treatment system, revitalization of Layne Park, and installation of a new state of the art energy efficient HVAC system at the Police Department.

Additionally, critical safety improvements around the Pacoima Wash, including pedestrian fencing on the Glenoaks Blvd. bridge and a new pedestrian bridge connecting Cesar Chavez Learning Academy to Cindy Montañez Natural Par as well as free fares for the Mission City Trolley system, provide the safe and accessible spaces that **Enhance Public Transportation to Move San Fernando**.

The City continued its enhanced efforts to address day-to-day public maintenance concerns such as graffiti, potholes, and overgrown weeds. Improved reporting tools and additional staff positions allow the City to steadily advance beautification in San Fernando.



INSTALLATION OF A NEW WATER NITRATE FILTRATION SYSTEM

### The Public Works Department addressed:

- 1,590 sq. ft. of sidewalks replaced
- 31 Miles of streets resurfaced
- 1,057 sq. ft. of graffiti covered
- 1,237 requests for service completed



COMPLETED 1,237 PUBLIC WORKS SERVICE REQUESTS



GRAFFITI CLEANUP





RESERVOIR DEMOLITION



UPPER RESERVOIR REPLACEMENT PROJECT



STREET RESURFACING



## BUILDING A BETTER SAN FERNANDO



GLENOAKS BOULEVARD BRIDGE SAFETY FENCING PROJECT



PACOIMA WASH BIKE PATH BRIDGE INSTALL



PACOIMA WASH BIKE PATH CONSTRUCTION



PACOIMA WASH BIKE PATH BRIDGE INSTALL





THE CITY COMPLETED A \$1.3 MILLION RENOVATION OF LAYNE PARK



SIDEWALK REPAIR





## GRANTS AWARDED

San Fernando has achieved remarkable success in securing state and federal grant funding, a testament to the City's strategic goals, collaboration, and proactive approach. In 2023, the City secured substantial grants to implement key initiatives and elevate our community's well-being. These efforts ensure the City leverages external resources to advance projects, preserve the City's general fund, and contribute to the City's growth and overall prosperity.

GRANT SOURCE	PROJECT	GRANT AMOUNT
Assemblymember Rivas	Pacoima Wash Bike Path (Phase 2)	\$7,500,000
Urban Greening Grant	Carlisle Green Alley	\$3,482,535
Senator Caroline Menjivar	Water Infrastructure Projects	\$3,000,000
Congressman Tony Cardenas	Mental Health Clinicians	\$800,000
Southern California Association of Governments (SCAG)	Housing Infill on Public and Private Lands (HIPP) Pilot Program	\$791,818
California Office of Planning and Research	Climate Action and Resiliency Plan (Phase 2)	\$598,530
Housing and Urban Development (HUD)	Community Development Block Grant (CDBG) Funding Allocation	\$225,000
Urban Area Security Initiative (UASI)	Police Station Cameras and Parking Lot Security	\$141,466
Department of Justice (DOJ)	Law Enforcement Mental Health	\$108,218
National Endowment for the Arts	Funding to Operate Mariachi Master Apprentice Program	\$55,000
California Automated Permit Processing Program	Automated Permit Processing for Solar Projects	\$40,000
TOTAL		\$16,742,567



CONGRESSMAN TONY CARDENAS CHECK PRESENTATION AT A CITY COUNCIL MEETING





## LOOKING FORWARD — NOTABLE PROJECTS

In 2023, we focused on cultivating meaningful connections within the community and undertaking necessary projects. Looking ahead to 2024, the City committed to sustaining and building upon this positive momentum, and invite all residents, businesses, and visitors to remain connected to the upcoming projects, programs, and services that enhance quality of life in San Fernando. Notable projects to look forward to in 2024 include:

# 2024



Completion of  
the Pacoima Wash  
Bike Path



Community planning efforts for  
the restoration of the Cindy  
Montañez Natural Park and  
installation of permanent signage



A newly designed City  
website and mobile phone  
app to request services



Even more miles of streets  
paved and slurry sealed



Completion of the  
Las Palmas Park design



Completion of  
the Pioneer  
Park playground  
improvement project



Completion of the  
Urban Forestry  
Management Plan



Development of the Downtown  
Master Plan and the Climate Action  
and Resilience Plan



Development of the Carlisle  
Green Alley project

## SAN FERNANDO





# STAY CONNECTED



Scan the QR code  
to download the  
app today!

## My San Fernando App

To improve customer service and better respond to resident requests, the City has partnered with GoGov to launch the My San Fernando mobile phone app! The My San Fernando app will be the primary method for requesting city services for things like potholes, graffiti, code enforcement issues, illegal dumping, etc., while also connecting residents to other important City information.



(818) 898-1200



**San Fernando City Hall**  
117 Macneil Street,  
San Fernando, CA 91340



SFCity.org



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news and emergency alerts at  
sfcity.org/E-Notification



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@CitySanFernando



@OfficialCitySanFernando

For questions about the annual report, please contact the City Manager's office at [CityManager@sfcity.org](mailto:CityManager@sfcity.org)