

# 2024 ANNUAL REPORT



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# LETTER FROM THE CITY MANAGER

As we reflect on 2024, I am proud to share this Annual Report, which highlights the achievements, challenges, and progress San Fernando has made together as a community. It has been a year of growth, resilience, and achievement, all aimed at ensuring our city remains a safe, clean, culturally proud, and inclusive place to live, work, and thrive. As we draw closer to the end of the foundations set by City Council's Strategic Goals 2022-26, the City aspires to build on the core values established by this plan and expand our City's vision for San Fernando 2030.

At the roots of our growth and development in 2024 were the City's Core Values, including: excellent Customer Service, providing high Quality Work through a Diversity of Different Services, and ensuring San Fernando thrives for years to come through financial, legal, and environmental Stewardship. As the City's financial and organizational resources continue to grow and stabilize at a healthy rate, we continue building stronger processes and programs to deliver exceptional results to the community.

I invite you to read through this Annual Report to see many of the accomplishments that your City was able to achieve in 2024. Over the past year, we have worked to strengthen the services and programs that matter most to you. These accomplishments have been organized through the lens of 1) Community, 2) Public Safety, 3) Stewardship, and 4) Capital Investment.

Looking ahead, we remain dedicated to building on our successes and addressing the needs of our community. The City will continue to improve outreach efforts to seek collaboration on a number of critical efforts, including the development of updated strategic goals that will guide us through the remainder of the decade as we embark on the next stage of growth in San Fernando.

I extend my deepest gratitude to our City Council, staff, local businesses, and community members for their hard work, collaboration, and commitment to our shared vision.

Together, as stewards of the community and the greater good, we will continue to achieve strong outcomes for San Fernando.

Sincerely,

Nick Kimball  
City Manager



# 2024

## SAN FERNANDO CITY COUNCIL



Mayor  
**Celeste T. Rodriguez**



Vice Mayor  
**Mary Mendoza**



Councilmember  
**Joel Fajardo**



Councilmember  
**Victoria Garcia**



Councilmember  
**Mary Solorio**



Councilmember  
**Patty López**

The City of San Fernando would like to thank outgoing Mayor Celeste Rodriguez for her service, and welcome incoming Councilmember Patty López.

# 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 commonsense 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 PROFILE

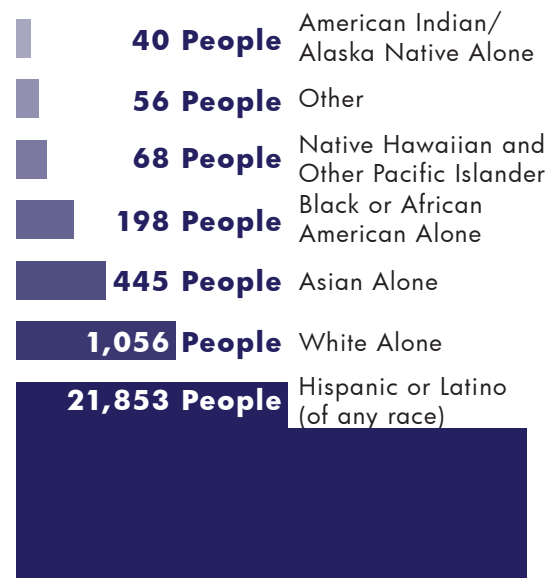


**DATE OF INCORPORATION:** August 31, 1911

**POPULATION:** 23,716<sup>1</sup>

**MEDIAN AGE:** 36.3

## Racial Composition



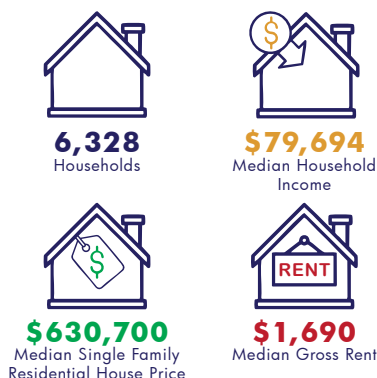
## Language Spoken at Home

**71.6%** Residents Who Speak a Language Other Than English at Home

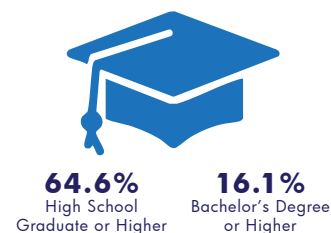
**69.4%** Residents Who Speak Spanish at Home

**26.4%** Residents Who Have Limited English-Speaking Abilities

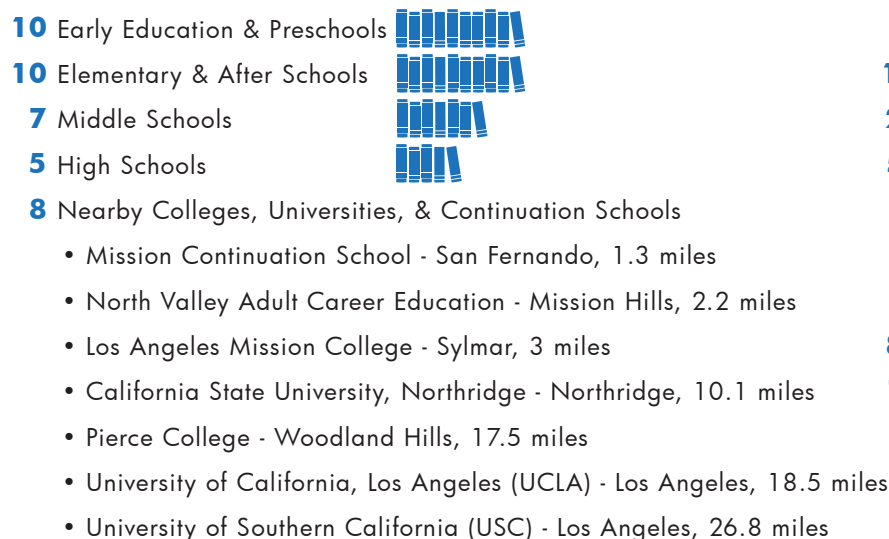
## Households & Income



## Education

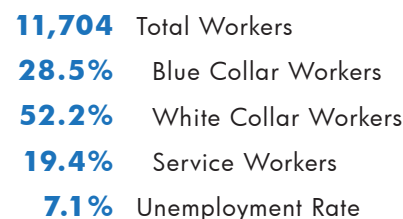


## School<sup>2</sup>

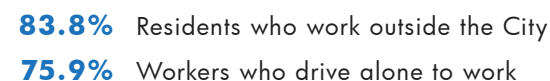


## Workers in San Fernando<sup>3</sup>

### EMPLOYMENT



### COMMUTE



<sup>1</sup> 2023 American Community Survey 5-Year Estimate | <sup>2</sup> SFCITY.ORG/Schools | <sup>3</sup> 2023 Census Data

# CITY HALL - BY THE NUMBERS

	Full Time	Part Time
<b>TOTAL EMPLOYEES: 185</b>	<b>111</b>	<b>74</b>
<b>NEW HIRES IN 2024: 56</b>	<b>16</b>	<b>20</b>



## New Positions Created in 2024

Police Commander	Graffiti Maintenance Worker
Police Corporal	Tree Maintenance Worker
Planning Manager	Administrative Assistant
Water System Operator	Afterschool Teen Recreation Leader



## Election Participation

### VOTE CENTER COORDINATION

- 4-Day Vote Center: Recreation Park, 208 Park Ave.
- 11-Day Vote Center: Las Palmas Park, 505 S. Huntington St.
- 24-hour Vote by Mail Ballot Permanent Drop Boxes
  - City Hall, 117 Macneil St.
  - Pioneer Park, 828 Harding Ave.
- County Election Services Check-in Center, Civic Center Parking Lot, 1000 First St.

## Special Election: March 5, 2024

TO FILL AN UNSCHEDULED VACANCY

**12,380** Total Registered Voters

**2,690** Total Votes Cast

## General Election: November 5, 2024

TO FILL TWO COUNCILMEMBER SEATS

**12,495** Total Registered Voters

**7,244** Total Votes Cast



## COMMUNITY

The City celebrates another year of meaningful collaboration and engagement with the community, highlighting a shared commitment to building a vibrant, inclusive, and thriving city. Over the past year, the City has worked closely with residents, local businesses, and community organizations to address key priorities, from expanding support for clean neighborhoods and small businesses, to promoting cultural and recreational programs. The City continues to embrace its strategic goal of **Focusing on Community First**, through initiatives like the Downtown Master Plan, the expansion of online service options, and expansion of the Business and Community Resource Center (BCRC). As the City reflects on this past year's accomplishments, it remains committed to its mission of enhancing the community's ability to engage with their local government.



In 2024, the City hosted many community events, including: the Spring Jamboree, Cindy Montañez Day of Service, Keys to Housing Rights Event, Habitat for Humanity Los Angeles's 20<sup>th</sup> annual Power Women, Power Tools event and their Homeowner Education Resource Event, the Family Resource Fair, Arbor Day, International Workers' Day of Service in Memory of Cesar E. Chavez, Special Olympics Torch Run, Pride Flag Raising Ceremony, Independence Day Festival, Summer Movies and Concerts at the Park, City of San Fernando's 113<sup>th</sup> Birthday Celebration, Dia de Los Muertos/Day of the Dead event, and Holiday Tree Lighting Celebration.



## COMMUNITY

### BUSINESS & COMMUNITY RESOURCE CENTER

The City celebrated the one-year anniversary of the Business and Community Resource Center (BCRC) in 2024. Emerging from the COVID-19 Pandemic, it was apparent that shutdowns had significant impacts on vulnerable populations and local business. The BCRC was developed to support the strategic goal of **Supporting Economic Recovery to Emerge Stronger Than Ever**. To that end, the BCRC supported housing, financial, and food resilience opportunities for the community, through a series of different community partnerships and events. As a hub for local businesses, the BCRC supported businesses expansion efforts by working directly with community partners to secure loan funding through other agencies and through awarding funds directly through the City's Small Business Assistance Program grant.

Through both BCRC and efforts lead by the Community Development Department, the City remained focused on its goal to **Preserve Beautiful Homes and Neighborhoods**. To strengthen housing instability, BCRC's housing placement assistance programs offered rental assistance and eviction protection, as well as aiding in shelter assistance, crucial social service referrals, and housing navigation assistance. This commitment was further highlighted by the Neighborhood Clean Up! Program that provided free, one-time assistance to residents who experienced difficulty maintaining their property.

There are no beautiful neighborhoods without beautiful parks. With that in mind, the City made exciting progress in beautifying parks and providing safe spaces for younger members of the community to play! The 2024 calendar year marked the completion of the Pioneer Park Playground renovation project and the successful reopening of Recreation Park. This coming year, the City will focus on implementing the San Fernando Park Opportunity Plan, which was successfully incorporated into the Recreation Master Plan in 2024.

BEFORE

AFTER





In 2024, the City also worked to recognize grand openings, expansions, and other accomplishments by local entrepreneurs, including celebrations at: Wild Hare Pilates, Flor De Lima, The UPS Store, Target, Papa Juan's Baja Grill, American Fruits and Flavors, Concierge Autoworks, HMG Community Clinic, La Bella Pizza, Bonita L.A. Hair Salon, and Menchie's Frozen Yogurt.

## PUBLIC SAFETY

The City's public safety team placed a significant focus this year on expanding visible patrols as well as enhancing community engagement. The well-being and safety of every community member is at the foundation of building a thriving community. In taking a proactive approach to enforcement, the San Fernando Police Department (SFPD) was able to install an Automated License Plate Reader (ALPR) Flock camera system in the City, leading to over 40 stolen vehicles recovered and over 100 total cases cleared by arrest or leads generated on major crimes.

In addition to leveraging technology to deter crime, the SFPD conducted many special enforcement operations throughout the year, including probation/parole checks, Driving Under the Influence (DUI) checkpoints, enhanced traffic and parking enforcement, and gang mitigation efforts.



The SFPD's commitment to community policing was strengthened through successful programs, including the Community Academy, Parent Academy at Cesar E. Chavez Learning Academies, Gang Prevention Coalition, and the annual SFPD Community Open House. Cornerstone programs such as the Business Watch and Neighborhood Watch meetings and the 8<sup>th</sup> Annual National Night Out event continued to be popular community events.

To better advertise all of the programs and events offered to the community, and bring awareness to the SFPD's significant public safety efforts, the City also launched a new SFPD Instagram account that quickly attracted nearly 1,000 followers.



@SanFernandoPolice  
**FOLLOW US!**



- STOLEN VEHICLE, 38
- STOLEN PROPERTY, 1
- ATTEMPTED MURDER, 2
- NARCOTICS, 2
- FELONY RECKLESS EVADING, 2
- BURGLARY / LARCENY, 4



**ALPR CASES  
CLEARED BY ARREST**

# PUBLIC SAFETY





## BUILDING A BETTER SAN FERNANDO

Investment in constructing, maintaining, and repairing public infrastructure such as our medians, sidewalks, water and sewer mainlines, streetlights and street signs, parks, and other public facilities, are the bedrock of a healthy and vibrant city. Through the City's commitment to Building Resilient and Reliable Infrastructure, several key projects were advanced or completed in 2024:

- Exterior Painting of City Hall and the Police Station
- Annual Street Resurfacing (with 2 miles of street resurfaced)
- Sidewalk Repair and Accessibility Improvement
- Citywide Street Striping
- Traffic Signal Upgrades
- Pioneer Park Playground Updates
- Pacoima Wash Bike Path and Bridge – Phase 1

The City of San Fernando is proudly water independent! San Fernando owns our water rights and is able to meet 100% of the water needs of the community from groundwater pumped from the Sylmar Water Basin. In order to maintain that water independence, we need to continue to invest in the resiliency and safety of our water supply by continually modernizing the treatment systems, upgrading water storage reservoirs, and investing in new water main lines to transport water to customers with minimal loss due to leaks and evaporation. To further those efforts, the City was able to complete installation of a second water treatment system and rebuild a water storage reservoir that has been damaged, and only partially used, since the 1994 Northridge earthquake to avoid leaking.

- Brought the City's second ION Exchange water treatment plant into commission
- Upper Reservoir

Note: The City is a member of the Metropolitan Water District (MWD) to provide a backup water source to ensure customer water needs are met.

The City continued with enhanced efforts to address day-to-day public maintenance concerns such as graffiti, potholes, and overgrown weeds. The approval of a new backhoe and the addition of more Public Works staff positions, such as a full-time graffiti abatement worker and Tree Maintenance Specialist, embody a commitment to the beautification of San Fernando.





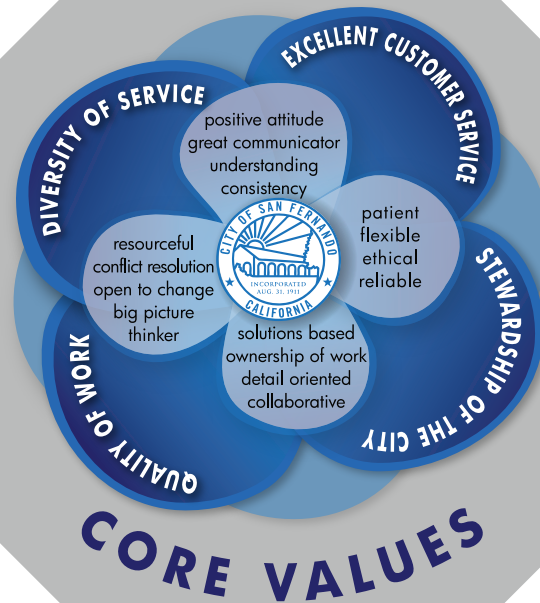
# BUILDING A BETTER SAN FERNANDO





## STEWARDSHIP

As public servants, City staff is entrusted with managing and taking care of the assets that are available to, and used by, the public at large. This requires a commitment to ethical conduct, fairness, transparency, and accountability. To that end, staff works hard to manage financial resources, maintain public streets, sidewalks, and parks, preserve natural and cultural resources, and prioritize the public good. The City's Core Values highlight the need to be good environmental, financial, and legal stewards of the public good. By emphasizing the importance of stewardship, decisions are made to benefit long-term sustainability rather than short-term gain.



## ENVIRONMENTAL STEWARDSHIP

San Fernando experienced a number of firsts in 2024 related to **Strengthening Climate Resilience and Environmental Justice** through environmental stewardship efforts. A partnership with San Fernando Community Health Center led to the implementation of the City's first-ever solar panel project at a City-owned facility. The City also procured its first fully electric police patrol vehicle to begin the process of electrifying the fleet. Residents were also provided with opportunities to contribute to these green initiatives through the roll out of an online, streamlined solar panel permitting process and a series of climate and recycling workshops hosted by the City.

Through partnerships with TreePeople and the direct efforts of staff, 375 new trees were planted through the Calles Verdes grant project. These planting efforts were complemented by the development of an Urban Forest Management Plan, which outlines the maintenance procedures and processes approved by City Council to upkeep the sprawl of city trees throughout town. Thanks to the extensive work in managing the urban forest, the City proudly maintained its designation as a Tree City USA for the 16<sup>th</sup> year in a row. There were also major advancements in developing the Climate Action and Resilience Plan to measure the City's current carbon footprint and create a blueprint for actions to reduce that footprint in the future.



TREE CITY USA®

# STEWARDSHIP

## FINANCIAL STEWARDSHIP

San Fernando considers its role as responsible and ethical custodian of taxpayer funds as one of the most sacred functions of good city governance. The theme for the fiscal year 2023-2024 Annual Budget was "Return to Essentials: Prioritizing Core Values and Enhancing Quality." The focus was to provide the resources necessary to move closer to being a high functioning organization and redefine the "San Fernando Way" to stand for doing things the right way, taking pride in work, and providing the best customer service experience to the community. By making **Forging Financial Strength and Stability** a priority, the City has a healthy General Fund "Rainy Day" reserve (\$10 million) and the annual revenues necessary to support investment in enhanced San Fernando services and capital projects by City Council. 2024 marked the 40<sup>th</sup> year that the City has received the Excellence in Financial Reporting award and the 10<sup>th</sup> year receiving the Distinguished Budget Award from the internationally respected Government Finance Officers Association.

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 2024, San Fernando accepted \$7.2 million in grant funding to support many projects.



## LOOKING FORWARD - NOTABLE PROJECTS

Looking forward to 2025, all residents, businesses, and visitors are encouraged to follow with the City to help provide their feedback on upcoming initiatives and evolving needs. San Fernando will be undertaking several key projects in 2025, including:

# 2025



**Completing the City's  
first ever Climate  
Action and  
Resilience  
Plan**



**Unveiling a  
newly designed  
City Website**



**Citywide Sidewalk  
Improvement Project**



**Las Palmas Park  
Revitalization**



**Pacoima Wash Bike Path  
Phase 2, including restoring  
Cindy Montañez Natural  
Park & extending  
the bikepath**



**Carlisle Green  
Alley Project**



**And even more miles  
of streets  
resurfaced!**

THANK YOU FOR VISITING THE CITY OF SAN FERNANDO

STAY CONNECTED



### My San Fernando App

The City's primary method for requesting city services for things like potholes, graffiti, code enforcement, illegal dumping, etc., while also connecting residents to other important City information.



### San Fernando City Hall

117 Macneil Street  
San Fernando, CA 91340

**(818) 898-1200**

**SFCITY.ORG**



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For questions about the annual report,  
please contact the City Manager's Office at

**CityManager@sfcity.org**