

## City Moves Ahead with Capital Improvement Projects

La Mirada has received competitive bids for a number of infrastructure improvement projects set to be under construction by spring.

Much of this year's Capital Projects Budget is dedicated to addressing items in a recent engineer's report, which identified more than \$67 million in needs for streets, sewers, storm drains, traffic signals, curbs, gutters, sidewalks, bridges, and access ramps.



Resurfacing work has been completed on Knott Avenue as a joint project with the City of Buena Park. Knott Avenue was among the streets identified as in need of maintenance in the engineer's report.

Planning, engineering and property acquisition efforts will continue throughout the year on the I-5 Freeway improvement

project, which is scheduled to begin construction in 2014. In preparation for the freeway work, a number of roadway improvements are being completed in the area near the freeway.

Street repairs will begin soon for portions of Alondra Boulevard, Stage Road, Trojan Way, and South Firestone Boulevard. This work is being completed with Measure R funds.

Major sidewalk improvements planned for Santa Gertrudes Avenue from Lemon Drive to Rosecrans Avenue are scheduled to begin in February and be completed in April. Work includes a new meandering sidewalk, curb and gutter repairs, new curb access ramps, street tree removal, landscaping treatments, and an automatic irrigation system.

Street repairs to 42 neighborhood streets throughout La Mirada are scheduled to begin in February and be completed by July. These streets have been rated as being in the greatest need, according to engineering reports. The work will include street rehabilitation, curb, gutter, and sidewalk repairs, and storm drain improvements. The work was engineered by three engineering firms as separate projects to expedite the improvements.



## Measure I to Fund Infrastructure Repairs

Funds from Measure I, a one percent transactions and use tax, is estimated to generate some \$4 to \$5 million annually in new revenues for infrastructure repairs over the next five years. The tax will begin April 1.

Measure I was supported by 66.63 percent of La Mirada residents voting in the November 6 election. The measure was placed on the ballot by the City Council after a 29-member Citizens Task Force on City Finances and Operations recommended the action due to the cumulative impacts of the national recession, ongoing "takes" of local revenues by the State, and the elimination of redevelopment agencies in California.

The City Council has expressed Measure I spending focus on repairing streets, storm drains and other infrastructure as recommended by the Citizens Task Force.

The measure also requires annual independent audits and citizens' oversight of how tax revenues were spent. A five member Citizens' Oversight Board has been established to monitor the City's actions in relation to the measure.

The City has contracted with the State Board of Equalization (SBOE) to administer the transactions and use tax. The SBOE will be sending notices to La Mirada Businesses about the procedures for complying with Measure I.



# La Mirada City Council Adopts Strategic Plan

A Strategic Plan that builds on La Mirada's record of success and sets future goals has been adopted by the City Council.

The plan sets forth six broad priorities for the City to focus its efforts on in the coming years. A series of 31 specific goals and more than 100 separate actions to be taken are identified in the plan, including a number of goals focused on improving the local economy. Target dates for completing all of the work by the end of 2015 are also included in the plan.

The Strategic Plan has been in the works for more than a year, and was reviewed by the City's Planning, Public Safety, and Community Services Commissions, and the City's executive staff, prior to being adopted by the City Council.

Six broad priorities serve as the foundation for the City of La Mirada Strategic Plan. Priorities include:

- Secure a fiscally sound community;
- Ensure a responsive City government;
- Provide a safe community;
- Promote a high quality of life;
- Provide quality planning and infrastructure; and
- Promote a strong local economy.

Following the unprecedented financial challenges from the national recession and State takes of local funds in recent years, local officials have identified a number of goals that will continue to stabilize the City's finances. Actions taken in recent years to reduce staff, expand the use of contract services, and modify services have helped the City through these challenging times. As the economy continues its recovery, the City will continue to manage employee costs, use contract services efficiently, and budget conservatively.

A number of actions are identified in the Strategic Plan in support of providing a safe community, the City's long-standing top priority. The City will be working with Sheriff's officials to explore additional ways to fight crime in La Mirada's neighborhoods, shopping centers, and industrial area. La Mirada residents and businesses will continue to be called upon to serve as "the eyes and ears" in reporting suspicious activity.

Efforts to upgrade the community by stimulating new commercial and industrial development are identified in the plan. Improvements to the Crossroads Shopping Center and other shopping centers in La Mirada will be completed this year. La Mirada is also poised to undergo significant infrastruc-

ture improvements in the near future. The \$65-million Valley View Grade Separation project is currently under construction. Additionally, a number of street resurfacing projects are currently out to bid, with work expected to begin this spring. Infrastructure repairs from voter-approved Measure I funds are being planned, and will be used to address a portion of the City's nearly \$67-million in infrastructure needs.

The Strategic Plan builds upon local economic development efforts expanded in recent years to attract and retain quality business that create jobs and generate revenues. Building a strong local economy will be achieved through supporting business expansion, new development, and providing business assistance programs. While the State's elimination of redevelopment agencies has eliminated the City's best economic development tool, the City will continue its business outreach efforts, streamlined permitting, and campaign to shop locally. These actions are among the reasons La Mirada has been recognized as a five year finalist for the Most Business Friendly City award by the Los Angeles County Economic Development Corporation.

"The goals and objectives contained in the Strategic Plan address the many challenges and opportunities facing our community in the coming years," says City Manager Tom Robinson. "For over 50 years, La Mirada has been known as a safe and attractive community with a great quality of life. This Strategic Plan is designed to help La Mirada become an even better community in the future."

The complete Strategic Plan 2015 can be viewed on the City's website, [cityoflamirada.org](http://cityoflamirada.org).



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STRATEGIC PLAN  
2015

# Grade Separation Project On Track

Temporary Valley View Closure Feb. 21 at 8 p.m. to Feb. 25 at 5 a.m.



Construction crews are making noticeable progress on the Valley View Avenue Grade Separation Project. The \$65 million project includes lowering Valley View to go under a new bridge that will carry railroad traffic. These measures will eliminate the existing at-grade crossing between the Burlington Northern Santa Fe (BNSF) railroad tracks and Valley View.

Utility crews are re-routing underground gas, water, storm drain and sewer lines along Valley View Avenue and overhead electrical lines have been relocated on Stage Road. Retaining walls are under construction at the northeast and northwest corners of the Valley View/Stage intersection.

The railroad tracks and Valley View Avenue will be temporarily diverted in the coming weeks to allow crews to work on the railroad bridge structure. Valley View will be closed from Thursday, Feb. 21 at 8 p.m. to Monday, Feb. 25 at 5 a.m. This closure is needed to complete the temporary realignment of the railroad

tracks and Valley View. A detour route will be available through Santa Fe Springs from Rosecrans to the north and Gannet to the south. Access to local businesses and homes will be provided during the closure.

Valley View Avenue carries some 40,000 vehicles daily. Once the project is completed, vehicle traffic on Valley View will travel under the railroad.

"We are looking forward to continued progress on this major project," says City Manager Tom Robinson. "Once completed, this new grade separation will enhance traffic safety, assist local economic activity and reduce vehicle delays and idling."

The grade separation project is a joint effort of the cities of La Mirada, Santa Fe Springs, Caltrans Division of Rail, and BNSF Railway. It is also part of a \$163 million, 15-mile track expansion, known as the Triple Track Project, which lays an additional third track next to two existing lines. Much of the third track has been completed through La Mirada.



The Valley View Avenue Grade Separation project will be completed by the end of 2014.

## Shop La Mirada Campaign Supports Local Businesses

Some 267 participants submitted \$554,170 in receipts for the Shop La Mirada campaign. The program, known as Shop! See! Splash!, rewards shoppers for making purchases in La Mirada in support of local businesses.

Under the program, which was held June 1 to December 31, shoppers were able to receive up to \$40 in vouchers for La Mirada Theatre tickets, Splash! tickets, or recreation classes at City facilities. A total of \$8,735 in vouchers was earned by local shoppers.

"This program is a positive way of supporting local businesses by encouraging residents to shop locally," says Deputy City Manager Jeff Boynton. "This was the seventh time we've conducted the Shop La Mirada campaign, and this year's response was the strongest yet."

Receipts were submitted from over 100 local businesses, including grocery stores, restaurants, service stations, furniture and hardware stores, sporting goods and apparel shops, and many others.



# I-5 Freeway Specific Plan Underway



Local business officials recently attended a workshop to learn about the I-5 Freeway Specific Plan and to help shape this planning document.

The Specific Plan will address and respond to economic development opportunities created by the future expansion of the I-5, and create a vision for the area between Valley View Avenue and Knott Avenue along the freeway frontage. The plan will address parking and circulation, architectural and site design, and land use.

For more information about the I-5 Freeway Specific Plan, call (562) 943-0131.

## Protect Against Fraudulent Fire Inspections

Private fire inspection businesses have recently approached area businesses offering to inspect business facilities and perform construction modifications they say are required.

The County of Los Angeles Fire Department performs free fire prevention inspections annually to ensure business owners are operating a responsible and safe business by complying with fire and building safety codes.

Fire Chief Daryl Osby advises business owners and employees to avoid becoming a victim of fraud by keeping the following in mind:

1. Inspectors should introduce themselves as County of Los Angeles Fire Department employees or identify their business and produce a business card.
2. Inspectors should be able to present a copy of their current County or City business license. Licenses can be verified by checking with the Contractor's State License Board at <http://www.cslb.ca.gov>.
3. Inspectors should be able to tell you what they intend to do and what the estimated costs will be. Never pay in cash. Invoicing and recordkeeping are important for your business and help assist in establishing future legal avenues if the inspection turns out to be fraudulent.
4. Inspectors must leave any broken and/or replaced parts with you. They also must provide a signed invoice.

If you suspect suspicious activity, contact the County of Los Angeles Fire Department's Public Affairs Section at (323) 881-2411.

# La Mirada Ranks Among Most Business-Friendly Cities



For the fifth consecutive year, La Mirada was a finalist for the "Most Business-Friendly City" award from the Los Angeles County Economic Development Corporation (LAEDC).

La Mirada's low cost of doing business, first-rate business attraction and retention program, and low crime rate were cited as reasons for its selection. For over 50 years the City has worked closely with businesses to meet their needs and promote economic vitality.

"Businesses are an important part of La Mirada," says City Manager Tom Robinson. "They provide important revenues and jobs for our community. Being named Most Business-Friendly City is a major achievement, and reflects La Mirada's stability as an excellent business location," Robinson adds.

For information on La Mirada's economic development opportunities, contact Deputy City Manager Jeff Boynton at (562) 943-0131.

### La Mirada welcomes the following new businesses:

JG Express Int'l Inc. 16831 Knott Avenue	Madison Lake, Corp 14251 Firestone Boulevard
La Mirada Panificio 16932 Valley View Avenue	Servpro of La Mirada 14747 Artesia Avenue #5H
Friendly Nails Et Spa 15868 Imperial Highway	Paul Hernandez State Farm 12214 La Mirada Boulevard
Ella Hair 14746 Beach Boulevard	La Mirada Pharmacy 15651 E. Imperial Highway
Soyoung Et Injeoun, Inc. 14747 Artesia Boulevard #1D	Luluwiking 14756 Beach Boulevard
C J H Systems 14752 Beach Boulevard #207	A K's Donuts 15017 Imperial Highway
Bbeutti Hair Salon 13391 Beach Boulevard #A	Macko 14747 Artesia Boulevard #1D

