

CITY OF HUNTINGTON BEACH

END OF YEAR ACCOMPLISHMENTS

2010-2011



WELCOME



Fred Wilson, City Manager

This annual report reflects the accomplishments of the City of Huntington Beach in 2011. While the 2010-2011 fiscal year had both its achievements and challenges, the City of Huntington Beach has remained committed to its pursuit of excellence.

I am proud of the dedication shown by the City's Executive Team, Elected Officials and staff to make Huntington Beach the best city to live, in Orange County. It takes a great deal of responsibility and hard work to provide superior service to residents, businesses, workers and visitors each day.

As we continue to confront a struggling, yet recovering economy, the City of Huntington Beach seeks innovative and resourceful solutions to decrease spending while maintaining quality service delivery to the community. While some cuts were unavoidable in 2011, the City continues to adapt to the "new normal" with clear strategic goals for the upcoming fiscal year.

On behalf of the administration and the employees of the City of Huntington Beach, I present this annual report for your review.

Respectfully,

A handwritten signature in black ink, appearing to read "Fred Wilson". The signature is stylized and cursive.

Fred Wilson
City Manager

CITY COUNCIL & ELECTED OFFICIALS



Councilmember
Connie Boardman



Mayor Joe Carchio



Councilmember
Keith Bohr



Councilmember
Devin Dwyer



Mayor Pro Tem
Don Hansen



Councilmember
Matthew Harper



Councilmember
Joe Shaw



City Attorney
Jennifer Mc Grath



City Clerk
Joan Flynn



City Treasurer
Alisa Cutchen

FINANCE

The Finance Department, through its four divisions, is responsible for the management of the City's diverse fiscal resources.

The Finance Department accomplishes its mission through:

- Annual and routine budget development & monitoring;
- Purchasing & procurement expertise;
- Accounting & financial reporting
- Payroll management and accounts payable;
- Cashiering, collections & accounts receivable; and,
- Water billing & business licensing

Some of this year's accomplishments include:

- Awarded GFOA's Excellence in Financial Reporting Award for 24th consecutive year
- Maintained AA credit rating from Standard & Poor's through worst recession since the Great Depression

- Received Unqualified (Clean) audit opinion from independent auditors
- Successful transition of Cashiering, Collections & Accounts Receivable functions from City Treasurer's Department

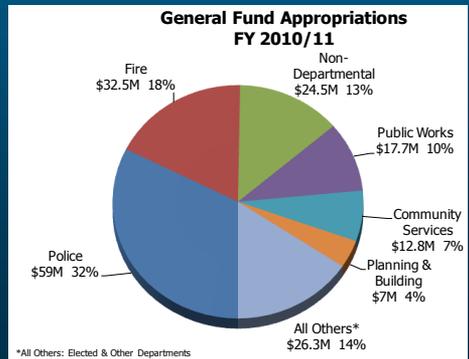
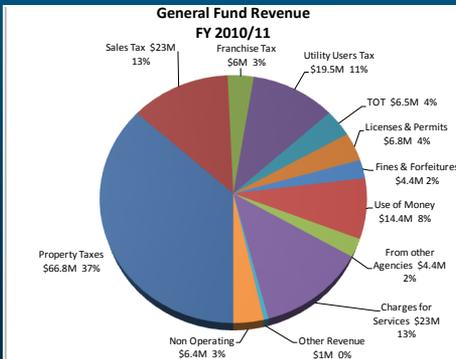
For more information please see our website at:

www.huntingtonbeachca.gov/government/departments/finance/

BY THE NUMBERS:

- Maintained total General Fund reserves of \$41.0 million, or 22.5% of General Fund expenses
- Refunded \$38.6 million of General Fund bonds resulting in \$3.7 million in net present value savings
- Processed 35,000 accounts payable invoices within 30 days of receipt
- Provided billing services for 56,000 water, sewer, and trash/recycling accounts
- Issued over 3,200 new business licenses

FY 2010/11 Budget Charts:



CITY ATTORNEY

The City Attorney's role is to serve as legal counsel and provide legal advice and representation to their clients. The City Attorney's clients are the Mayor and City Council acting as a body, representing the residents of Huntington Beach.

The City Attorney's Office is structured with three divisions: Administration, Litigation, and Advisory.

The Administrative Division is responsible for supporting the Litigation and Advisory Division, as well as managing the department Budget, Personnel, Financial, Technology, Training and Development, and Records Management.

The Administration Division is responsible for a Comprehensive training program for City staff, a Summer Externship Program designed to educate and mentor law students, preparing and arranging 125 Civil Citation Hearings, and compiling monthly and quarterly reports to City departments and City Council.



The Litigation Division's role is to defend against the lawsuits and claims brought against the City. They have had significant success in handling its cases this year. This is a result of aggressively pursuing all available, meritorious causes of action or defenses, aggressively pursuing indemnity against culpable co-defendants, and equally aggressively pursuing discovery responses so that opposing litigants recognize both the weakness of their case as well as the strength of the City's case.

Notable successes include an automobile accident claiming comparative relief for alleged traffic light malfunction; an action for false arrest, defamation, and related claims arising from Plaintiff's arrest for auto theft; and a trip and fall at Huntington Central Park.

BY THE NUMBERS:

- Prepared and arranged 125 Civil Citation Hearings for City's hearing officer
- Received 488 Requests for Legal Services, and closed 476 of those requests
- The City Attorney's Office Litigation Division handled 49 cases.
- The City of Huntington Beach was served with 28 new cases.
- During this year, the City Attorney's Office closed 22 cases.

CITY CLERK

The City Clerk's Office, "*Your Partners In Democracy*," continues to make great strides in automating distribution of information to staff, the City Council, and just as importantly, the public.

In September 2010, the Clerk's Office purchased iPads by Apple and converted Council agenda packet production from a hard-copy notebook of tabbed information (often containing as much as 1,500 pages), to a bookmarked, color page e-packet reader that allows users to make notes, search text, create personal bookmarks, and review information in an efficient and convenient manner. It is estimated that this process has reduced staff packet preparation time by at least 75 percent, not to mention the approximately 350,000 pieces of paper it saves each year . . .

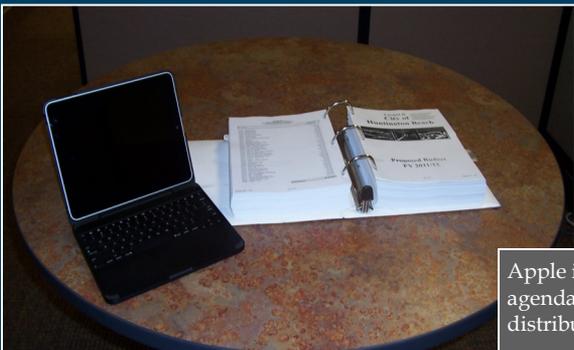
GO GREEN!

The City Clerk's Office also continues to raise general fund dollars through passport services utilized by local residents and out-of-town visitors. Look for our passport ads in local publications, or visit our webpage at:

<http://www.huntingtonbeachca.gov/>

BY THE NUMBERS:

- Codified 31 Council Ordinances
- Published 107 Legal Advertisements
- Responded to more than 1,000 Public Records Requests
- Updated Citywide Records Retention Schedule
- Processed 2,983 Passport Applications (approximately \$100,000 in General Fund Dollars)
- Scanned, indexed and quality-controlled more than 25,000 images (pages) into public records database
- Successfully officiated 2010 Election with 21 City Council candidates, 2 City Attorney candidates, and 4 City Measures



Apple iPads now store City Council agenda packet material once distributed in heavy notebooks

CITY TREASURER

The City Treasurer is an elected official who serves a four-year term. It is the City Treasurer's responsibility to ensure the safety of the City's funds by making prudent investments and continually reviewing the market, economic and budgetary conditions, to ensure the preservation of principal.

In March, 2011, a new Treasurer was appointed by the City Council to replace the previous who became Treasurer of Orange County.

The Treasurer is responsible for investment management of the City's and Joint Powers' funds.

The Treasurer reports on the condition of the investments in a monthly report, which is provided to the City Council.

These reports are available to the public on the City's website through viewing of the City Council meeting minutes at:

www.huntingtonbeachca.gov

BY THE NUMBERS:

- Prudent investment management = NO \$ LOSSES of investments
- Achieved \$100K+ annual savings due to restructure of department in 2011
- Continued to meet the core Investment Policy objectives: Safety, Liquidity, Market Return



CITY MANAGER'S OFFICE

The City Manager's Office provides citywide leadership, management, oversight, evaluation, strategic planning, budget coordination, and financial planning. The City Manager implements City Council policy and ensures that services are delivered in an efficient and effective manner.

Day-to-day support of City Services and Development Services is the primary function of the department as well as housing public information and implementing a comprehensive energy management plan. In Fiscal Year 2010-2011, the City Manager's Office was busy bringing new projects and initiatives forward for Council approval including:

- A 10-Point Plan for Local Business, which serves as a "road map" for attracting and retaining businesses
- Increased local vendor preference program for city bids and new car buyer incentive
- Sale of surplus land near Beach Blvd. and Atlanta to spur redevelopment of the shopping center
- SunEdison solar canopy carport project at Huntington Beach facilities
- Weekly city news announcements posted to Facebook and Twitter, and frequent updates to website home page



Solar Project—New solar canopies installed at Civic Center, City Yard, and Central Library parking lots in summer 2011.

BY THE NUMBERS:

- 4.0 megawatts of community solar installations
- 10% increase in city website visits
- \$1M+ California Energy Efficiency Strategic plan grant from Southern California Edison (SCE)
- \$3M energy savings performance contract addressing energy waste and deferred maintenance backlog

POLICE DEPARTMENT

In FY 2010/11, Huntington Beach Police Department kept busy with special events throughout the year that attracted hundreds of thousands of visitors to the beaches and downtown area. PD coordinated with other city departments and event promoters to ensure a safe and secure environment. Additional accomplishments include:

- Obtained a grant to fund DUI educational and enforcement efforts. With these efforts, we realized a 13% overall reduction in DUI related traffic accidents.
- Established social networking programs on Facebook and Twitter. With these programs, significant leads were generated on an unsolved Huntington Beach murder from 1968.
- Bomb investigators arrested a suspect who manufactured a device intended for detonation on the 4th of July.
- Vice detectives conducted a series of undercover internet "stings". Five adult males were arrested after they made arrangements to meet what they thought was a 13-year old girl for sex.
- Two men were convicted for a 1990 rape. This was a cold case, which was solved with DNA evidence. One man received life in prison and the other received 17 years.



HBPD contracted to provide police helicopter services to neighboring cities.

BY THE NUMBERS:

- Total calls received at Police Communications Center: 211,225
- Total calls police officers responded to: 97,875
- Part 1 Crime (2011 to date): -9.6%
- Total arrests: 6431
- Traffic accidents investigated: 2823
- Traffic citations issued: 17201



FIRE DEPARTMENT

During FY 2010/11, the Huntington Beach Fire Department continued to provide high quality services to prevent the loss of life and property in our community from fire, medical and environmental emergencies. This included “all-risk” services and responses for fire suppression, fire prevention, rescue, hazardous materials and weapons of mass destruction, disaster preparedness, emergency medical and ambulance transport.

A number of significant accomplishments were completed, including:

- Completing a fire department strategic planning process
- Replacing critical safety equipment, including emergency breathing apparatus
- Implementing a state certified Urban Search and Rescue (USAR) Program

- Adopting the 2010 State Fire Code
- Designing and implementing an internet portal to enhance internal communication
- Implementing an awards program and holding the first annual awards ceremony

Visit: huntingtonbeachca.gov/fire

BY THE NUMBERS:

- Provided 15,600 emergency responses, a 4% increase over 2010
- Completed 9,300 emergency medical transports
- Maintained 99% customer satisfaction rating for emergency responses
- Performed 7,300 fire inspections and 850 plan checks, generating over \$700,000 in general fund revenue
- Completed annual Community Emergency Response Team training with 122 graduates



Structure Fire Response



Emergency Medical Response



Fire Department Awards Program

PLANNING & BUILDING

Planning and Building administers land use and development in the City. Planning implements California State law for the development & maintenance of a comprehensive General Plan and the corresponding Zoning Code.

Code Enforcement seeks to preserve and maintain the quality of livability of our community.

Building administers and enforces state and local construction regulations to protect the safety of all occupants in or near buildings while they work, recreate, & live in our community. Some of this years accomplishments include:

- Downtown Specific Plan and Parking Plan Update approved by the California Coastal Commission
- Sunset Beach Specific Plan & Annexation approved by City Council

- Processed major project entitlements for Costco, The Village at Bella Terra & Boardwalk Apartments
- Successfully implemented the Building Division's Digital Imaging Management System, converting all paper documents to digital images
- Code Enforcement processed more than 3,000 investigation complaints

For more information please visit the Planning & Building webpage.



Pacific Shores- 201 SFD residential tract now under construction



The Village at Bella Terra II – Mixed use project.

BY THE NUMBERS:

- Processed 350 entitlements to meet state-mandated Streamlining Act
- Plan Checked 500 plans for zoning compliance
- Performed over 31,000 building related inspections
- Performed over 1,300 plumbing, mechanical, & electrical plan checks

Enhancing Community Through Service

Community Services provides a full spectrum of year-round and seasonal recreation, cultural, and human services programs as well as a variety of sports programs and special events like the pier swim, family camp-out and city surf contest.

Programs and services are designed to enhance quality of life from the youngest tiny tots through adults, including frail, elderly and developmentally disabled residents.

Also of note is the fully grant funded Project Self Sufficiency program that assists highly motivated low-income, single parents achieve economic independence through education and training.

Fiscal Year 2010-11 Highlights:

- Informed residents of city news, recreational classes and special events through the SANDS Community Services Guide delivered to approximately 80,000 households four times per year. Visit www.hbsands.org for more information.

- Initiated an Adult Arena Soccer program in Fall 2010 at the Huntington Central Park Sports Complex. During its first year of operation approximately 1,000 adults participated on 95 teams.
- Produced a contemporary exhibition featuring the textile work of Julia Couzens and Julia Haft-Candell during summer 2011.
- Hosted a "Celebration of Creative Visions and Imagination" featuring the work of local K-12 students.
- Offered an Annual Senior Center Community Festival for older adults and their families
- Entered into a cooperative agreement with OCTA for \$160,000 annual funding for Senior Transportation trips for qualified seniors aged 55 and above.
- Assisted over 350 frail and elderly clients with care management and referral services through Senior Outreach.



Going for the Touchdown! Sports programs provide opportunities to stay fit.

BY THE NUMBERS:

- Generated more than 35,000 enrollments from publication of the SANDS
- Hosted 650 third and fourth graders for exhibition tours and workshops
- Engaged more than 12,000 at Art Center events
- Provided approximately 34,000 senior transportation trips
- Delivered more than 110,000 meals to the frail & elderly

HUMAN RESOURCES

In FY 2010-11, Human Resources:

- Reached agreements with HBFA, FMA, POA, and PMA for retirement cost and other concessions saving the City \$1.5 million per year
 - Successfully implemented PARS early Retirement Program for 103 employees resulting in projected budget savings of \$5 million dollars over five years
 - Outsourced the City's Workers' Compensation program saving approximately \$125,000 per year
 - Recovered \$52,000 in property damage claims since January 2011. Recovered \$102,000 in 2010
 - Revised health insurance plan designs and reduced premium increases saving \$136,329 for PPO and \$97,809 for HMO plans
 - Successfully transferred employees slated for displacement in FY 2010-11 to alternative positions
 - Filled over 100 requisitions (regular, promotional, and temporary) resulting in 130 promotions/hires
 - Implemented nine specific programs to reduce/prevent workplace accidents and resulting liability costs
- Implemented the following "GREEN" programs with respect to rideshare projects:
- July 2011 marked the one year anniversary of Surf Air commute program with 130 employees registered. Collectively saved 5,000 gallons of gas and eliminated 99,000 pounds of pollutants
 - First year HB reached AQMD Rule 2202 compliance goal of 1.5 Average Vehicle Ridership
 - Solar project awards program, rewarding employees' alternative transportation choices

INFORMATION SERVICES

Information Services Department staff provide a reliable, safe and efficient environment for conducting City business electronically. They recommend new and innovative technological approaches to reduce costs and improve City operations.

In FY 2010/11, IS:

- Implemented Apple iPad electronic agenda system for City Council
- Expanded the Surf City Pipeline citizen information and service request system for iPhone accessibility
- Developed a program for employee paystubs online
- Implemented the HBNotify program for citizens to sign-up for E-mail and text message notification of new website content
- Developed a Public Works work order management system
- Eliminated over 200 personal printers, faxes and scanners through the Green Printing Initiative program
- Processed 71,000 information requests and 2,500 service requests through Surf City Pipeline
- Expanded the variety of services available on the City website bringing 3 million unique visits and 14 million pages of information downloaded

Let's Go to the Beach

The crown jewel of our city is managed by our Beach Operations and Marine Safety divisions. The coordination between these divisions provides our residents and visitors with a relaxing recreation experience.

Activities include providing year-round lifeguard services, managing the Junior Guard program, maintaining city beaches and Huntington Harbour, staffing our parking and camping facilities, including parking meter collection and repair. Beach Operations also monitors and oversees the harbor maintenance service contract.

Beach Operations Highlights:

- Provided pre-event support and clean-up for various beach events.
- Removed 2.25 million pounds of trash



City beaches are cleaned daily. This picture shows the heavy equipment used to clean the 3.5 miles of Surf City beaches.

Conducting one of over 620 annual major medical aids. Lifeguards also perform almost 680 minor medical aids throughout the year.

- Implemented credit card acceptance capabilities at the city's Main Promenade Parking Structure in downtown.
- Implemented hand-held credit card processing equipment in gate-attended beach lots.

Marine Safety Highlights:

- Recognized by the United States Lifesaving Association for maintaining its Advanced Lifeguard Agency Certification.
- In its 48th season, Junior Guard instructors educated and trained nearly 1,000 children and teens of the importance of ocean safety.
- Processed over 100 beach and film special permits

BY THE NUMBERS:

- Installed 134 credit card accepting parking meters and refurbished over 400 meter housings
- Parked more than 260,000 vehicles in gate-attended beach lots
- Provided lifeguarding services to almost 8 million visitors
- Carried out more than 3,800 rescues and 117,000 preventative actions



LIBRARY SERVICES

The library updated its website, computers, and online resources to better serve today's users. It also met budget challenges by training for a more efficient staff, recruiting more volunteers (and expanding their roles), and installing self-checkout stations.

- Installed three self service checkout stations, to assist patrons at the Central Library
- Launched new eBook collection for the public
- Increased the overall speed of the Library's Internet connections by more than 100% to support public access to the internet
- Increased the overall use of the library's electronic collections, including online language learning software and online tutoring support
- Increased overall volunteer hours in support of library services
- Expanded the role of volunteers as computer coaches and in other important public service positions
- Established a staff development program for all library staff, and launched a variety of training workshops for staff at all levels of the organization
- Completed a major reorganization of the library to maintain service levels at all locations

BY THE NUMBERS:

- 965,486 items circulated
- 115,378 library card holders
- 5,733 participants in Summer Reading Programs
- 57,642 hours contributed by volunteers
- 110,668 computer sessions



Self Service Checkout – New technology (and increased efficiency) proves popular with users



Homework Help – Volunteers fill important roles throughout the library.

PUBLIC WORKS

The Public Works Department delivers a wide range of services to the public as well as other City departments. The department is responsible for the planning, construction, and maintenance of the city-owned infrastructure. The infrastructure includes buildings, streets, parks, landscaping, flood control, and utilities. Essential services such as water, sewer, drainage, and traffic control systems are operated and maintained 24 hours a day.

Public Works manages over 30 percent of the City's total budget, including three enterprise funds and seven designated funds, as well as the citywide Capital Improvement Program. The six Public Works divisions are committed to providing the highest quality of service to the community.

Major Accomplishments for FY 2010-11 include:

- Implementation of City-wide fleet maintenance consolidation and right-sizing of City fleet resulting in the elimination of 60 vehicles/equipment.

- Successfully transitioned 193.3 acres of landscape from in-house to contract maintenance.
- Completed a pavement management study and developed a 12-year pavement maintenance cycle.
- Converted 53 irrigation systems from standard irrigation to network controlled, weather-based "smart" irrigation systems with an approximate 50% water and energy savings and secure rebates of \$12.5K for the project.
- Completed improvements at the Utilities Yard, including construction of two new buildings, one building addition, one complete rehab/remodel, and new material storage.
- Submitted applications for more than \$1M in transportation grant projects, \$700K successful and \$300K pending review.
- Planned, designed, constructed and inspected over \$25M in infrastructure public improvements.

BY THE NUMBERS:

- Maintained and operated 140 signalized intersections, 15 flood control stations, and 27 sewer lift stations
- Completed 12,000 service work orders, 9,000 fleet repairs
- 9 billion gallons of high-quality potable water delivered to customers
- Weekly maintenance for 70 parks totaling 760 acres
- Responded to 250 hazardous materials incidents



Public Works Utilities Yard — Huntington and Garfield



Slurry Seal Project - Seapoint and Palm Ave. Slurry is a cost-effective method of prolonging street life

Building Parks and Community

The Community Services Facilities, Development and Concessions division plans and coordinates the rehabilitation and construction of development projects for our parks and beaches.

It is also responsible for processing permits and coordinating the city's large-scale events at Pier Plaza and Huntington Central Park, including the Surf City USA Marathon and Half Marathon, U.S. Open of Surfing and BB Jazz Festival.

This division also takes reservations for the city's clubhouses and manages the city's privately-operated concessions.

Significant accomplishments for the year included :

- Constructed the final (8th) softball field at the Huntington Central Park Sports Complex on schedule and within the approved budget

- Completed construction of the grant-funded Junior Lifeguard Storage Building

- Opened the city's Community Garden (March 2011) in partnership with Southern California Edison and the HB Community Garden non-profit volunteer organization

- Hosted the U.S. Open of Surfing event (August 2011) including men's and women's competitions, concerts, vendor fair, BMX events, skate bowls, and a fashion show

BY THE NUMBERS:

- Processed 60 special permits for events at Pier Plaza, the beach, downtown or Huntington Central Park.
- Processed more than 300 reservations for the city's clubhouses for private events ranging from birthday parties to weddings
- Managed contracts for more than 20 privately-operated concessions



Nature's bounty at the new Community Garden.

The start line at the Surf City USA Marathon held February 6, 2011.



ECONOMIC DEVELOPMENT

The objective of Economic Development is to grow and support local businesses.

Redevelopment Highlights:

- Received 2011 Award of Excellence from California Redevelopment Association for The Strand project
- Negotiated Agreement with Mayer Corporation for third hotel at the Hilton
- Began implementation of Ten Point Plan for Local Business
- Executed Agreement with Vans for development of a new 2.7 acre free community Skate Park
- Shuttle ridership increased by 18% and Bike Valet usage by 27%
- Assisted in the development of two new Farmers' Markets

BY THE NUMBERS:

- Facilitated \$35,000 annual General Fund increase from cell tower leases
- Provided \$445,000 in CDBG funds for ADA retrofit for easier access to City Hall.
- Served 5,900 shuttle passengers and 1,450 bike valet patrons
- Enabled purchase of 15 homes through the First Time Homebuyers Program
- Provided \$185,000 to local non-profits

Real Estate Highlights:

- Amended cell site leases to collect over \$143,000 in rent and increase General Fund revenue by \$35,000 per year.
- Provided new concrete parking lot to Fire Station, valued at over \$45,000.
- Completed lease with Kathy May's to occupy and rehab vacant restaurant in Central Park

Housing Highlights:

- Executed an affordable housing agreement with DJM/ Bella Terra to facilitate construction of new 242 new luxury apartments
- Approved revisions to Inclusionary Housing Program as requested by participants
- Commenced construction on six very-low and low new units, called Pacific Sun
- Celebrated grand re-opening of Emerald Cove Senior Apartments



Emerald Cove Senior Apartments



Groundbreaking at Bella Terra II



Main St. Surf City Nights

LOOKING AHEAD

The City of Huntington Beach enters the 2011/2012 fiscal year with a clear, strategic vision. The City's Strategic Plan and Goals provided guidance in developing the recently adopted budget for the upcoming year as well as an eye towards evaluating the most critical public services; in essence, determining which City services are "core", "important" or "added value". This exercise assisted departments in identifying solutions to balance the budget for FY 2011/2012.

Strategic Plan Goals:

Maintain Financial Viability and Our Reserves

- Conclude negotiations with the unions regarding increasing employee pick-ups of pension costs; and,
- Conclude negotiations with the unions for the establishment of a two-tier pension benefit system for new employees.

Maintain, Improve and Obtain Funding for Infrastructure and Equipment

- Identify sources of funding for infrastructure needs; and,
- Prioritize infrastructure needs from the 10-Year Capital Improvement Program (CIP) needs list and make recommendations to the City Council for action.

Maintain Public Safety

- Provide to the City Council a report on the use of new technology to enhance public safety.

Enhance Economic Development

- Declare that Huntington Beach is "Open for Business" and implement the City's 10 Point Business Friendly Plan;
- Survey existing businesses in Huntington Beach and identify opportunities for expansion and obstacles that inhibit their success, and report the results to the City Council; and,
- Complete the Downtown Specific Plan update and present to the City Council.

Improve Internal and External Communication

- Increase use of social media (Facebook and Twitter) as another tool to keep the public informed about their city.

With these goals in mind, the City of Huntington Beach looks ahead to a successful FY 2011/12.



City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

www.huntingtonbeachca.gov