

CITY ADMINISTRATOR'S WEEKLY REPORT

July 5, 2010

CITY ADMINISTRATOR

City Council votes to put Utility Users Tax update on November ballot

The Council voted Tuesday night to place a ballot measure on the November election to update the City's UUT in order to reflect new technology in telecommunication. Huntington Beach and many other California Cities are faced with Utility User Taxes that contain outdated language and definitions. In order to protect the revenues provided by UUT, it is necessary to update the definitions in the ordinance. Any changes to the ordinance must be voted on by the residents of the City. The November 2, 2010, ballot will include a measure that will update the UUT Ordinance to reflect current cable and telecommunications technology. The current tax rate will not be increased, but will be **reduced** from 5% to 4.9%.

CITY CLERK

Passport Fees to Increase by \$35 for Adults, \$20 for children under 16

The City Clerk's office was just notified that passport fees will increase significantly as of July 13. For a complete list of the new fees, please refer to the attached document.

The current fees are \$75 for adults, \$60 for children under 16, and \$20 for a passport card. These figures do not include the photo fee (\$10 for 2), or the \$25 processing fee payable to the city of HB.

If your passport is close to expiring, now is a good time to renew. We have passport agents on duty to serve employees and citizens Monday through Friday, from 8:00 am to 5:00 pm, excluding holidays, and we can provide you with the appropriate photographs. For more information, please call 714/374-1612.

	Passport Fee Payable to Department of State	Acceptance Fee Payable to Acceptance Facility	Total First-Time Applicant Fee
Adults (age 16 and over)	\$110	\$25	\$135
Minors (under age 16)	\$80	\$25	\$105
U.S. Passport Card for First Time Applicants and Minors			
	Passport Fee Payable to Department of State	Acceptance Fee Payable to Acceptance Facility	Total First-Time Applicant Fee
Adults (age 16 and over)	\$30	\$25	\$55
Minors (under age 16)	\$15	\$25	\$40
Other Service Fees			
Additional Visa Pages		\$82	
File Search Fee		\$150	
Expedite Processing		\$60	

CITY TREASURER

Quick Tip of the Week – No Customers?

Think that you don't have "customers" in your line of work? Think again. Everyone has someone who needs their help at some time. Maybe you don't deal directly with outside customers. If you manage employees, they can be viewed as your customers. Your executive and management peers are customers of your services. Business people in other departments or divisions are customers of your services. Your own manager is a customer of your services. Approach ALL "customers" with a positive attitude and people will notice!

COMMUNITY SERVICES DEPARTMENT

Rock Paper Salt – Opening Reception July 9, 2010

Opening this Friday, July 9 from 7:00 -9:00 pm, a new solo art exhibit at the Huntington Beach Art Center will feature the work of Christine Nguyen titled *Rock Paper Salt*. The exhibit features specially commissioned works including a large scale, photo based mural, an installation, new sculptural glass works, cyanotypes, and drawings. The exhibit will be open through September 4, 2010. For more information, call 714-374-1650.

Children's Summer Art Camp – Art at the Beach, June 21 – August 13, 2010

This week's theme is *Catch It! Cars, Trains and Skateboards*. Campers will learn how motion technology has influenced artists throughout history. They will create their own unique designs which will be applied to helmets, skateboards, caps, and tennis shoes. Children, ages 6-12, can choose from full and half-day sessions. There are still spaces available. You can register at the Huntington Beach Art Center or reserve your place online at www.hbsands.org. For more information, call 714-374-1650.

Project Self Sufficiency Report

The PSS office will relocate this week to the Seniors' Outreach Center located at 1718 Orange Avenue. There will be limited staff hours for the remainder of this week while staff is physically moving from the Civic Center to their new location.

In other PSS news, mark your calendars for a fun evening with the OC Roller Girls! On August 14, PSS will be the "featured charity" for a double header bout. The more people attending, the more PSS benefits, and who doesn't love the Roller Derby Girls? Stay tuned for more information on the game, where to get tickets, etc.

Annual 4th of July Celebration

Parking and Camping

The three-day holiday weekend hosted huge crowds on the beach and in the downtown area. As anticipated, the biggest crowd showed up on Sunday, July 4th with RV's and cars starting to line up as early as midnight the night before and impacting lanes from Beach Boulevard past Atlanta Avenue and from Beach Boulevard past Main Street. These vehicles were anticipating a prime parking location for an all-day outing on the city beach and a prime spot for the fireworks show off the pier. The beach and the beach parking lot opened at 5:00 a.m.

and the four lanes of traffic were directed in for the next three hours. Our trained staff kept the traffic flowing throughout the day and the public appreciated their efforts. The beach was completely filled by 10:00 a.m. on Sunday, the fourth and by 2:00 p.m. on both Saturday, July 3 and Monday, July 5. The Main Promenade Parking Structure was consistently filled throughout all three days. The annual 4th of July fireworks show is always a hit and a portion of the city parking lot fees help fund the fireworks extravaganza.

Beach Maintenance

The beaches were packed once again for the fourth and, though the weather was unseasonably cool, diehard beach lovers were waiting all night long for a spot on the beach. Beach maintenance crews worked diligently to have all of the heavy equipment off of the beach before the crowds arrived and removed over 700 cubic yards of trash totaling almost 100,000 lbs. from the beach over the holiday weekend. This three-day total is equal to the amount removed from the beach during the entire month of December last year.

Marine Safety

On July 4th, more than 100,000 people came to Huntington City Beach. Marine Safety statistics included: 180 rescues, 2,610 preventative actions, 18 medical aids, 27 lost children, 4,482 law enforcement actions and 11,045 public contacts. At 10:15 pm, there was a very dramatic boat rescue off Bolsa Chica State Beach. A 16-foot boat, with five passengers and a dog, ran out of gas and drifted dangerously close to the surf line. Two State Beach Lifeguards responded and were trying to swim the boat away from the waves crashing at the surf line. City Lifeguards heard the call over the Police radio and were able to send the City Lifeguard Rescue Boat full throttle. The Rescue Boat arrived just before the disabled boat entered the surf line.

Huntington Beach Senior Services

July 4th Shuttle – Huntington Beach Senior Services provided shuttle rides paralleling the parade route from City Hall down Lake Street for parade participants and VIPs. The volunteer drivers began their day at 6:30 a.m. and shuttled 562 Independence Day participants. In addition to the shuttle vans, Senior Services also donated the use of another bus to the Huntington Beach Council on Aging (HBCOA) for their parade entry. This festively decorated bus held 20 members of the HBCOA waving American flags and placards illustrating the support that the HBCOA gives to local seniors throughout the year.

ECONOMIC DEVELOPMENT

Facebook Advertizing Helps to Promote New Downtown Shuttle and Bike Valet Programs

Economic Development has been using social media this summer through Facebook to advertise the Surf City Downtown Shuttle, and now for the Surf City Bike Valet Program. Join us on Facebook by logging on and searching for each program by name. Updates are posted regularly, and everyone who becomes a fan helps in the promotional effort because those updates appear in their newsfeed so you don't even have to tell a friend, because Facebook is doing it for you!

MORE BIKE PARKING IS COMING TO DOWNTOWN HUNTINGTON BEACH BEGINNING SATURDAY, JULY 17

This summer, bike Downtown and leave the parking to us. Starting July 17, The Surf City Bike Valet Program will operate every weekend near the corner of 5th Street and Walnut Avenue at The Strand. In addition, starting July 20, on Tuesdays in conjunction with Surf City Nights, park your bike for a good cause; a non-profit will operate the bike valet, and donations will benefit the Boys and Girls Club.

Days and Times:

Saturdays

11 a.m. to 9 p.m.

Sundays

10 a.m. to 8 p.m.

Surf City Nights – Tuesday Nights

Park For a Good Cause – Donations Appreciated

4:30 p.m. to 9:30 p.m.

For more information, please contact the Economic Development at (714) 536-5582.

LIBRARY SERVICES DEPARTMENT

Festival of Folktales proves to be a great success!

A splendid time was had by all who attended this year's Festival of Folktales, the annual kick-off party for the library's Summer Reading Program. This year the theme is "Make a Splash: Read!", so there were water-related crafts, games and exhibitors on hand to ensure a fun experience for everyone! If kids weren't getting their face painted with hearts, fish or butterflies, for example, they were enjoying a mini-storytime by the Library Fairy. For those who finished playing games such as "Plinko", musical performers like Steve Denyes and Hullabaloo were on hand to entertain them! By the following Tuesday, July 6, over 2,900 children were signed up for the Summer Reading Program. This year reading earns raffle tickets for great prizes like passes to Disneyland, as well as amazing weekly visit prizes kids get just for showing up at the library. Registration is still open. Children may sign up at the Central library, or any of the branches, until August 13. For more information, please call 714-375-5107.

POLICE DEPARTMENT

Driving Under the Influence (DUI) Checkpoint results

The Traffic Bureau conducted a sobriety checkpoint on Saturday June 26, 2010, on Main Street at Delaware Street. Following is the statistical data for the evening;

• Vehicles through the checkpoint	455
• Vehicles screened for DUI	151
• Field sobriety tests administered	22
• DUI Arrests	4

- Unrelated Criminal Arrests 1
- Unlicensed/Suspended citations 3
- Other citations 3
- Vehicles impounded 5

The checkpoint began at 2100 and ended at 0225. Overall, the checkpoint was a success. We handed out over 150 educational drinking and driving pamphlets, which were donated by AAA and the Community Services Program as part of "Project Path".

PUBLIC WORKS

Safe Routes to Spring View School Project Begins

The latest Safe Routes to School Project, at Spring View Middle School, will begin this week. The project includes the installation of a traffic signal at the intersection of Heil Avenue and Trudy Lane, which is a major crossing point for students from Spring View Middle School. Other improvements include modification of the median, curb ramp installations along Trudy Lane, signing and striping improvements, and the removal of the flashing beacons along Heil Avenue. State grant funds in the amount of \$271,000 are authorized for this project. The city will provide matching funds of \$34,000 from local Measure M. A summer work schedule should have the project complete by early September. Safe Routes to School projects have been completed at six other locations in the past four years.