On July 12, 2021, the Council adopted the 2021-22 Strategic Plan. The Strategic Plan outlines 13 overarching goals and over 60 objectives, which guide the City’s Departments and enhance service to the community. The objectives are ranked to help manage and prioritize the execution of work. As Strategic Planning objectives are advanced or completed, outcomes are reported under a public process to ensure important community engagement and feedback on the City’s progress or needs.

Dedicated to Responsive and Creative Leadership and Quality Services, Ensuring Desirable Neighborhoods, and a Supportive Business Environment, While Being Sensitive to the Diversity of our Community.
Quick Facts

Alhambra Population 1960-2020

2020 Demographic Comparisons

<table>
<thead>
<tr>
<th></th>
<th>Alhambra</th>
<th>LA County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>41.4</td>
<td>36.7</td>
<td>36.7</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$32,589</td>
<td>$35,685</td>
<td>$38,576</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$66,593</td>
<td>$71,358</td>
<td>$78,672</td>
</tr>
<tr>
<td>Persons per HH</td>
<td>2.8</td>
<td>3</td>
<td>2.9</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>36.4</td>
<td>33.5</td>
<td>34.7</td>
</tr>
<tr>
<td>Median Home Value</td>
<td>$630,200</td>
<td>$615,500</td>
<td>$538,500</td>
</tr>
</tbody>
</table>

Source: US Census 2020
The City’s Finances

What’s Happening with Municipal Revenues and Expenditures
Alhambra’s Finances: Community Dollars In

Revenues 2021-22

- **Property Tax**: $12,444,107
- **Sales and Use Tax**: $17,006,000
- **Measure AL**: $8,577,000
- **VLF/Prop Tax Swap**: $11,102,935
- **Utility User Tax**: $3,600,000
- **Other Tax**: $4,961,956
- **Charges for Services**: $6,000,530
- **Licenses/Permits**: $3,091,200
- **Fines**: $2,217,840
- **Other**: $2,555,220

**SUBTOTAL General Fund**: $71,556,788

**Restricted/Ent/Int Fund**: $64,020,104

**GRAND TOTAL Revenues**: $138,144,254
Alhambra’s Finances: Community Dollars Out

Expenditures 2021-22

- General Fund FY 2021/22
  - Management Svcs/CC/CA: $2,688,834
  - Police: $32,007,537
  - Fire: $19,683,222
  - Finance: $2,869,661
  - City Clerk: $652,400
  - Human Resources: $1,019,463
  - Community Dev/ Code: $5,141,051
  - Public Works/Storm, Bldgs: $1,914,987
  - Library: $3,460,871
  - Parks and Recreation: $6,435,987
  - Nondepartmental: $123,650

SUBTOTAL General Fund: $75,997,663
Restricted/Ent/Int Fund: $69,704,124
GRAND TOTAL Expenditures: $145,701,787

Expenditures

- Full Time Staff Equivalencies All Funds
  - Management Services/CC/Clerk: 17.41
  - Police: 147.51
  - Fire: 70.5
  - Finance: 17.46
  - Human Resources: 6.55
  - Community Development: 17.1
  - Public Works/Utilities: 89.19
  - Library: 28
  - Parks and Recreation: 65.63

GRAND TOTAL FTE: 459.35

- Miles of Streets/ Alleys: 150/16
- Streetlights/Traffic Signals: 4,500/88
- Police Stations: 1
- Fire Stations/Fire Engines/Ambulances: 4/4/2
- Parks/Park Acreage: 6/80
- Housing Units: 32,137
Year In Review
COVID RESPONSE

- Virtual Public Meetings
- Summer Food Service Program
- Emergency Housing Assistance
- Senior Meals Program
- Online Permitting System
- COVID-19 Testing & Vaccinations
- Residential Utility Assistance
- Mobile Library
- Small Business Assistance Grants (New!)
Management Services Department

Strategic Priorities Administration

▸ Affordable Housing
▸ Historic Preservation
▸ Homelessness
▸ Grants, Grants, Grants!
▸ Active Transportation and 710 Mobility Improvement Projects

Waste Management

▸ New Residential and Commercial Contract with Republic Services
▸ SB 1383 Compliance
▸ Organic Waste Disposal Reduction Ordinance
▸ Construction/Demolition Ordinance
▸ Recycling & Composting Events
▸ Community Outreach & Education
Support Services Departments

Finance
- Certification of Excellence in Finance Reporting
- ARPA Funding, CARES Act, and CDBG-CV: Application, Reporting & Compliance
- IT Modernization
- Voice Over Internet Communications
- Online Overnight Parking Permits
- Paperless Timesheet Tracking
- Condition Facility Assessment Reports

Human Resources
- COVID-19 Labor Response and Safety
- Labor Agreements (MOUs)
- Ongoing Recruitments
- Training and Development
- Claims Handling
- Employee Recognition Events
- Retirement Planning

City Clerk
- Redistricting and Public Information Workshops
- Public Meeting Agendas
- Public Records Requests

- 653 Public Records Act Request Processed
- 31 Agendas Prepared
- 302 Insurance Certificates Processed
- 82 Notorizations Performed
- 216 Ceremonial Recognitions Prepared
- 80 City Contracts Processed
## Community Development Department

### Building
- New Tyler Online Permitting System to Streamline Certificate of Occupancy Process

<table>
<thead>
<tr>
<th>Building Permits</th>
<th>Demo Permits</th>
<th>Electrical Permits</th>
<th>Grading Permits</th>
<th>Mechanical Permits</th>
<th>Miscellaneous Permits</th>
<th>Plumbing Permits</th>
<th>Pool/Spa Permits</th>
<th>Reroof Permits</th>
<th>Solar Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>348</td>
<td>20</td>
<td>466</td>
<td>25</td>
<td>272</td>
<td>59</td>
<td>296</td>
<td>10</td>
<td>307</td>
<td>118</td>
</tr>
</tbody>
</table>

### Economic Development
- Zoning Code Review Citywide
- Economic Study for West Valley and East Main
- Temporary Outdoor Business Permits
- New Businesses

### Planning
- Draft Housing Element and Related Workshops
- Historic Context Statement Outline and Dedicated Website
- Planning for Historic Preservation Commission & Program
- In Lieu Fee Schedule for projects subject to Inclusionary Housing Ordinance.
- Developer for Affordable Housing on Chapel selected.
- Entitlements for Mariposa Affordable Housing Project
- PLHA Housing Grant
- San Gabriel Valley Regional Housing Trust Funds for Affordable Housing

### Code Enforcement
- Neighborhood Clean Up
- Noise and Outdoor Dining Business Compliance and Education.
- Housing Rights Center and Home Improvement Referrals

### Housing
- Home Rehabilitation Program
Public Works and Utilities Department

Public Works
- Sidewalk, Curb/Gutter, Driveway Improvements Throughout the City
- SB 1 Street Rehab– Valley Blvd (N); North Ramona; Atlantic Blvd (E); Fremont (W); Mission Road (N); Valley Blvc (S); Garfield (E); Atlantic (W)
- Ped Improvements at Valley Blvd
- Street Improvements at Grand Ave, Ethel Ave, and Campbell Ave

Utilities
- Water Replacement at Winchester
- Sewer Replacement at Main, Marguerita, & Almansor
- Story Park Lift Station Replacement
- Sewer CCTV Inspections
- Sewer Smoke Testing Inspections
- Longden Pump Repair
- Groundwater Treatment Plant Coating

Environmental
- Rio Hondo Watershed Area Steering Committee for Safe Clean Water Program
- Stormwater Master Plan
- Stormwater Capture Projects
- National Pollution Discharge Elimination System (NPDES) Training
- Illicit Charges Mitigated (12)
- FOG Notices of Violation (10)
- Food Service Inspections (254)
- Annual Water Quality Report
- Water Quality Sampling
- Emergency Response Plan and Risk Assessment
- Permit Addendum Application for Well 7
Parks and Recreation Department

Events

- Fourth of July,
- Tournament of Roses Parade Float
- Farmers’ Market
- Fiesta Alhambra
- Autumn Festival
- Movies and Concerts
- Spring Egg Scramble
- Memorial Day/ Veterans Day
- Pumpkin Run
- Hearts of Love (Covid Remembrance)
- Arbor Day

Improvements

- Almansor Golf Course Bunker
- Almansor Court HVAC Replacement
- Tee Box (No. 7) Leveled and Roveded
- LED Lighting at Almansor (Lower Parking Lot)
- LED lighting at Joslyn Center (Parking Lot)
- Alhambra Golf Course Security Cameras
- Floor Refinish at Granada Gym & Activity
- Park Information Signs at City Parks
- Water Heater Replacement at Almansor Ct
- BBQ Replacements (15) at City Parks

Services

- Tree City USA
- Senior Ride/ Senior Car Bingo/ Senior Programs
- Camp Alhambra/ Keiki Camp
- Youth Summer Lunch
- Football/ Basketball/ Cheerleading
Library Department

Library Services
- In-person Programming Restored
- Mobile Library Launched
- New Electronic Resources
- Overdrive Platform for Digital Books and Magazines
- Book Bundles
- Passport Services Restored
- Redesigned Library Website
- Group Visits to Schools

Events
- Vaccine Clinic in Partnership with Chinatown Service Center (270 doses)
- COVID-19 Workshops
- Business Support Activities
- Outdoor Composting and Informational Recycling Program(s)
- Bird Watching

Facility
- Second Floor Renovations
- Reference/Information Desk Relocated
- Lighting Upgrades
Police Department

COPPS
- Mental Health Assessment Referrals
- HOME/LACADA Contacts (140) and Supportive Services (59)
- Business Contacts
- Community Engagement
- GREAT Program

Crime Prevention
- Community Volunteer Program
- Neighborhood Watch
- Vacation House Check
- Crime Stoppers
- Community Programs
- Police Explorers

Field Services
- 44,925 Service Calls
- Area Command
- Traffic Bureau
- Canine Unit
- Community Policing Bureau
- Investigative Section
- Detective Bureau
- Reserve Police

- 44,925 Calls For Service
- 149,753 Phone Calls Answered
- 21,015 9-1-1 Calls
- 112 DUI Arrest
- 805 Traffic Collision Reports Processed
- 1,103 Moving Citations Issued
Emergency Ops

- 6,400 Service Calls
- Wildfire Response (46 days)
- 24,000 Training Hours
- Community Engagement including 9/11 Ceremony and Spark of Love

EMS

- Los Angeles Vaccine Program and COVID Vaccine Clinics
- New Cardiac Monitors/Defibrillators
- Updated Patient Care Hardware
- Area C Coordination for Disaster Management

Community Risk Reduction & Communications

- New Technology to Make Plan Check & Inspections More Efficient
- New Motorola Dispatch Radio System
The Year Ahead
Alhambra’s Future is Bright

Grants
- Burke Heritage Park Improvements
- Story Park Improvements
- Aquatic Improvements at Alhambra Park
- Water Infiltration Projects
- Trees and Green Space
- Public Safety Equipment
- 710 Mobility Improvements
- Homeless Team

Sustainability
- Fiscal Responsibility
- Comprehensive Sustainability Plan
- Active Transportation
- Vision Zero and Complete Streets
- Infrastructure Investments
- Commercial Revitalization
- City Workforce Planning
- Regional Planning and Partnerships

Housing and Preservation
- Housing Development
  - Second Street and Chapel
- Historic Preservation Commission and Program
- Housing Element
- Regional Housing Trust

Other
- Community Engagement and Public Information
- Arts, Culture and Programming
Thank you!

City of Alhambra
626.570.5010
www.cityofalhambra.org