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Winter Issue
2012/2013

In this issue:

- **Some City Fees Adjusted**
- **State of the City Address**
- **End-of-Summer Jazz Festival**
- **First Monument in International Sculpture Garden**
- **“Why I Like Carson” Contest Winners**
- **Career Center Services**



Photo: Elizabeth Flynn/The Goodyear Tire & Rubber Company



Police & Fire Emergencies 911

Animal Control
Carson Animal Shelter
(310) 523-9566

Birth, Death, Marriage Records
County Registrar-Recorder
(562) 462-2137

Building Permits Building & Safety,
(310) 952-1766

Public Transit and Dial-A-Ride
(310) 952-1779
Hearing Impaired
(800) 252-9040

Cable Television
Time Warner Cable
(888) 892-2253

Chamber of Commerce
(310) 217-4590

City Hall
(310) 830-7600

Code Enforcement
(310) 952-1700, ext. 1786

Community Center
(310) 835-0212

Crime Prevention Neighborhood Watch
(310) 847-7481

Disaster Preparedness
(310) 952-1700, ext.1603

Dump
Transfer Station
(310) 217-6300

Electricity
Southern California Edison Co., (800) 950-2356

Gas
Southern California Gas Co.
(800) 427-2200

Graffiti Removal
Landscape & Buildings
(310) 952-1700, ext. 3500

Hospital
Harbor General UCLA Medical Center
(310) 222-2345

Jobs
Job Clearinghouse
(310) 233-4888

Libraries
Carson Regional
(310) 830-0901
Dr. Martin Luther King, Jr.
(310) 327-4830

Parking Enforcement
(800) 654-7275

Parks & Recreation
(310) 847-3570

Post Office
Main No., (800) 275-8777

Sandbags
Street Maintenance
(310) 952-1700, ext. 3520

Sewer Clean-up
(626) 458-4357

Senior Services
(310) 952-1775
(310) 835-0212

Sidewalk Repair
Street Maintenance
(310) 952-1700, ext. 3520

Sheriff's Station
(310) 830-1123

Street Sweeping
Street Maintenance
(310) 952-1700, ext. 3520

Telephone
AT&T
(310) 515-7979

Trash Collection
Waste Management
952-1700, ext. 3508
or (310) 830-7100

Tree Trimming/ Street Maintenance
(310) 847-3520

Water
California Water Service Company, (310) 257-1400
Golden State Water Company (800) 999-4033

Youth Services
(310) 952-1788

Meetings

Meetings are in City Hall and the Community Center unless otherwise noted, and are open to the public.

City Council/Redevelopment Agency 6 p.m., 1st and 3rd Tuesdays

Citywide Advisory Commission
7 p.m., 2nd Thursday
(Only when necessary)

Economic Development Commission
8 a.m., 1st Thursday,
Community Center

Environmental Commission
6:30 p.m., 1st Wednesday

Cultural Arts Commission
6 p.m., 1st Monday
(only when necessary)

Human Relations Commission
6:00 p.m., 3rd Wednesday

Parks and Recreation Commission
6:30 p.m., last Thursday

Planning Commission
6:30 p.m., 2nd and 4th Tuesday

Public Relations Commission
12:00 p.m., 4th Tuesday

Public Safety Commission
6:30 p.m., 3rd Thursday

Public Works Commission
6:30 p.m., 2nd Monday

Senior Citizen Advisory Commission
4 p.m., 2nd Monday

Veterans Affairs Commission
6 p.m., 3rd Monday

Women's Issues Commission
6 p.m., 4th Monday

Youth Commission
7 p.m., 2nd Wednesday

Historical Committee
6:30 p.m., 4th Wednesday

Beautification Committee
6:30 p.m., 2nd Tuesday

Utilities Users Tax Oversight Committee
(only when necessary)

Mobilehome Park Rental Review Board
6:30 p.m., 2nd and 4th Wednesdays

Relocation Appeals Board
(only when necessary)

Community Civic Engagement Board
6:30 p.m., 2nd Tuesday

Sister Cities Association
6:30 p.m., 4th Wednesday

Elected Officials

Mayor
Jim Dear

Mayor Pro Tem
Julie Ruiz-Raber

Councilmember
Elito M. Santarina

Councilmember
Mike A. Gipson

Councilmember
Lula Davis-Holmes

City Clerk
Donesia Gause

City Treasurer
Karen Avilla

City Manager
David C. Biggs

Editor:
Margie Revilla-Garcia

Graphic Designer:
Victor Gastelum

The Carson Report is published by the City of Carson

to provide those who live and work here with information about the city's programs, services, and issues. All questions, comments, and contributing information should be directed to the City of Carson's Public Information Office.

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<http://ci.carson.ca.us>

A MESSAGE FROM THE CITY TREASURER

The City of Carson has established a Fraud Hotline to fight fraud and protect taxpayer's dollars. The Hotline is an option for anyone wishing to anonymously report illegal or unethical activity on the part of the City, its officials, employees, contractors or vendors. The Hotline is open 24 hours a day, 7 days a week and interpreters are available in 20 different languages.

Calls placed to the Hotline are confidential and handled by a third party vendor. You do not have to give your name and your call is not recorded through the use of recording devices, caller identification equipment or any other means.

The City of Carson has taken a pro-active step against fraud by establishing the Hotline. In the event that you become aware of unethical, illegal or irresponsible activity, don't ignore it. Call the Fraud Hotline toll-free telephone number at 1-877-7 HOT TIP or 1-877-746-8847.

CITY OF CARSON POSITION STATEMENT

Carson is a vibrant city with a small town atmosphere where relationships are important. This is clearly visible throughout the community, from the stable single family neighborhoods, which make up nearly eighty percent of the city's residences, to the partnership between businesses and volunteer driven agencies which strengthen the city's remarkable social fabric.

The social composition of Carson is California in miniature. It is a city with a balanced ethnic and cultural mix living together in harmony and prosperity.

The community takes pride in the large percentage of Carson students who attend college, many to California State University, Dominguez Hills, a valuable asset to the city.

Carson's strategic position in the heart of the powerful economic engine that is Southern California attracts international corporations which recognize the city's bright future. The city's proximity to the West Coast's two major ports, as well as its intersection by four Southland freeways, makes it a major gateway to the Pacific Rim.

We, the people who live and work in Carson, take pride in our city and will continue to build relationships which ensure that future.

Some City Fees to be Adjusted

Carson provides a wide array of services and facilities to our residents and this is one of the factors which make Carson a great place. A quick glance through the City's Community Services Guide confirms there are many diverse program and service offerings available to our residents. The City works hard to provide services to our residents and to live within our means.

One of the City's adopted Financial Principles provides that:

Fees for services shall be updated annually to recover, as much as possible, the cost of providing the services and to allow for the impacts of inflation, with fees not exceeding the cost of providing the service. In some instances, the City may elect to not recover the full cost of providing the service and the City Council shall

determine the appropriate cost recovery level for those individual services.

While most fees will remain unchanged for 2013, effective January 1, 2013, the fees for some City programs and services will be increased to provide for a greater level of cost recovery. Many City services, including public safety and public works activities like tree trimming, street repair, and parks maintenance, are primarily funded by taxes. Other programs and services are supported by fees for those services and activities – these include recreation programs like early childhood education, aquatics programs, transportation services, and planning and building permits.

In evaluating fees each year for possible adjustment, the City also looks at fees for similar services in surrounding

communities as a comparison. In addition, in some instances, the City Council has established a cost recovery goal for certain services which is less than full cost in recognition of the community benefit of these services. So while no one likes to see costs increase, a lot of thought goes into the process of setting fees for services.

The City Council approved the City fee schedule for 2013 on October 16, 2012, after a noticed public hearing. These few fees which have been increased will be reflected in the registration information for the impacted programs or on the applications for service as applicable. Information on the fees which were adjusted is also available on the City's web site – www.carson.ca.us and at various public service counters in City Hall and at our other facilities. ■

State of the City Address Covered

“Great Things Happening in Carson”

The annual State of the City Address delivered by the City Mayor on October 18 covered the major accomplishments of the City of Carson over the past year, its many accomplishments, the numerous positive things that happened in our community and the many indications that Carson is going to see more good things happening in the near future.

From black-and-white pictures flashing on a big screen to bright colored photographic renderings, the Mayor took an audience of about 300 at the Congresswoman Juanita Millender-McDonald Community Center to a nostalgic trip down memory lane as he emphasized “how much progress the City has achieved and how much opportunities are still ahead.”

Carson is doing better than many of our neighbors in the region despite the tremendous stress the economy has brought to the community and that, according to the Mayor, is because of good planning, reduced expenses and good projects coming in even at the worst of the recession.

The grand opening of VIA 425, a newly constructed affordable apartment community, revitalized a formerly vacant City owned lot with the Carson Street corridor. This is only one of many ongoing developments in Carson, an indication, according to the Mayor, that business is still good in Carson, despite the economic challenges afflicting the nation. He attributed this to the abundance of undeveloped land in Carson, its strategic location because of its

proximity to major Southland freeways, good tax base, and a healthy reserve.

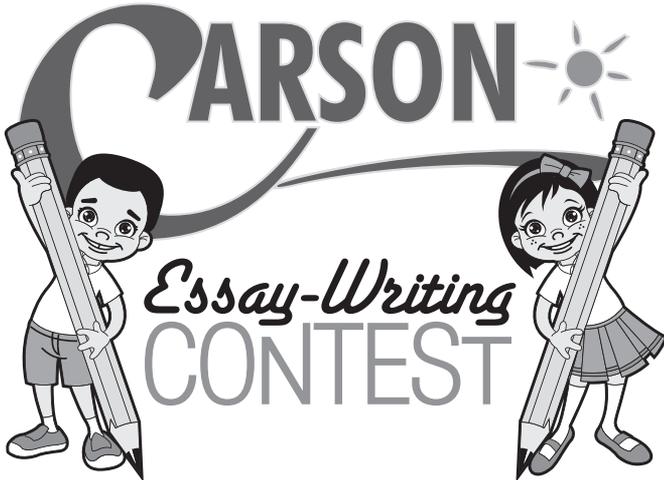
Among the other ongoing construction the Mayor was referring to include The Boulevards, the renovation of Carson Park, and the Porsche Experience Driving Center.

Carson Park is anticipated to open by the City's 45th Anniversary in February of 2013, a \$12.3 million project which included construction of a new building for a gym, activity room, dance room, computer room, workout area, childcare facility and additional parking spaces. According to the Mayor, the upgrade of our parks is a demonstration of our continuing commitment that make Carson a great place to live, work, and play.

continued on page 8

Local Attractions, Park Programs and Cultural Diversity Top Students' List of "Why They Like Carson"

2012 WHY I LIKE



students who live in the city but are home-schooled or attend schools in other cities, to participate in the contest.

Students have different reasons why they like Carson, as described in their essays, with local attractions – ranging from the

Thirty-one essays written by students from Carson stood out in describing their love for their city during the 2012 "Why I Like Carson" Essay-Writing Contest, which concluded with an awards ceremony on November 13, 2012.

The winners included 29 students from various schools in Carson and two at-large students -- or students who live in Carson but attend a school outside the city – received cash prizes ranging from \$150 to \$50, medals, and certificates of recognition from the Carson City Council and elected officials at the Federal, State, County and school board level.

A project of the Public Relations Commission, the contest was started in 1996 by former councilmember Mary Anne O'Neal in an effort to foster community pride among Carson's youth. The contest generates wide participation from the local schools with hundreds of essays received each year. In 2003, the contest opened to at-large participants to allow

world-class Home Depot Center to the variety of stores and restaurants in town -- being one of the top reasons. Another favorite on the students' list is the city's parks and the numerous activities such as after-school programs and sports activities that keep them busy year round. Emily Miyamoto, a third grader from Del Amo Elementary School, feels that Carson is an ideal place to live because it has lots of stores, parks, and activities for the people of Carson to do.

Students also agree that the cultural diversity and friendly people in Carson are aspects that make them not only like their city, but actually make them proud citizens. "Carson is a place where we are all individual people, but when we come together, we are like one big family," observed Mia Techur, a seventh grader from Stephen M. White Middle School. To fourth grader Hannaniah Ortiz-Luis of Caroldale Learning Community, "I love Carson because everybody accepts me for who I am. The people are nice and it is where I met my best friend."

2012 "Why I Like Carson" Essay-Writing Contest Winners

3rd Grade

Place	Name	School
1st	Claire Cho	Carson Street Elementary School
2nd	Katherine Dizon	Carson Street Elementary School
2nd	Emily Miyamoto	Del Amo Elementary School
3rd	Hailey Cordeta	232nd Place Elementary School
3rd	Nicole Azinge	Caroldale Learning Community
HM	Manuel Lopez	Catskill Avenue Elementary School
HM	Adrian Godinez	Dolores Street Elementary School

4th Grade

Place	Name	School
1st	Audreanna Clark	Dolores Street Elementary School
2nd	Hannaniah Ortiz-Luis	Caroldale Learning Community
3rd	Pulenu'u Mamoe	Dolores Street Elementary School
HM	Daniel Canales	Dolores Street Elementary School

5th Grade

Place	Name	School
1st	Katherine Cordova	Dolores Street Elementary School
2nd	Jessica Muojekwu	Carson Christian School
2nd	Mayra Morales	Dolores Street Elementary School
3rd	Jacqueline Adriana Griff	Carson Street Elementary School
HM	Adrian Lopez	Dolores Street Elementary School

6th Grade

Place	Name	School
1st	Jennifer Uribe	Rancho Dominguez Preparatory School
2nd	Royal Rolland	At-Large Participant
3rd	Elianne Gutierrez	Stephen M. White Middle School
HM	Lorraine Medina	St. Philomena School

7th Grade

Place	Name	School
1st	Haley Diaz	Caroldale Learning Community
2nd	Bianca Bondoc	St. Philomena School
3rd	Mia Techur	Stephen M. White Middle School
HM	Avey Songco	Stephen M. White Middle School

8th Grade

Place	Name	School
1st	Rita Muojekwu	Carson Christian School
1st	Baraq A. Ross	Stephen M. White Middle School
2nd	Stephanie Del Rosario	St. Philomena School
2nd	Mary M. Worthington	At-Large Participant
3rd	Celina Villanueva	St. Philomena School
HM	Angelica Luquin	Andrew Carnegie Middle School
HM	Elizabeth Delgado	Glenn Hammond Curtiss Middle School

continued on page 8

THE BOULEVARDS AT SOUTH BAY BRINGING OUTLET RETAIL TO CARSON



The Boulevards at South Bay, now in development on the south side of the 405 freeway, will bring a vibrant mix of retail, restaurants, entertainment, hotel and residential to Carson.

The Boulevards at South Bay, the 168-acre site now in development on the south side of the 405 freeway between Del Amo and Avalon Boulevard, has added an outlet retail component to its vibrant mix of commercial uses. The project, which will continue to encompass traditional retail, restaurants, theaters, entertainment, a hotel and multi-family residential units, will now also target brand name outlet retailers.

Outlet retail as a concept has grown in popularity within the shopping center industry. Clearly, the economic downturn has grown consumer demand for value. After exploring the addition of outlet retail, The Boulevards developer, LNR Property LLC, revamped the retail site plan to include 550,000 square feet of outlet uses within the 1.3 million total square feet of project retail, restaurants and entertainment.

The Boulevards is poised to become the newest destination for shopping in

The Boulevards at South Bay, visit www.TheBoulevardsAtSouthBay.com ■



A freeway perspective of The Boulevards at South Bay to the more than 300,000 cars that will pass the site each day. The 168-acre project now has easier access via the newly completed 405 southbound Avalon exit.

the greater Los Angeles metroplex. Construction of the outlet retail center will start next year with completion by the end of 2015. Given that some 300,000 cars pass the site each day, the project has an opportune location to attract not only the 4 million nearby residential consumers, but the millions of tourists who visit Los Angeles each year. With the Avalon Boulevard interchange and the new I-405 southbound ramp now complete, the site will have even easier access. The exciting blend of retail, restaurants and entertainment uses will bring a different type of shopping experience to Carson that is not found anywhere else in the South Bay. For more information about

Ronnie Laws Topbilled Carson's End-of-Summer Jazz Festival



Ronnie Laws played saxophone as well as flute to an appreciative audience of all ages.

Legendary American jazz, blues and funk saxophonist Ronnie Laws took centerstage at the Carson's End-of-Summer Jazz Festival on October 6, 2012 at Anderson Park.

The Jazz Festival, which took place from 11 a.m. through 6 p.m. featured non-stop live jazz entertainment as well as activities for every member of the family.

Ronnie Laws began his solo career in 1975 with the album *Pressure Sensitive*, that yielded his most famous instrumental song, "Always There," which became an instant jazz-funk classic. His notable vocals include "Every Generation" (1980), "Stay Awake" (included on the album *Sold Ground* release in 1981) and "Mr. Nice Guy" (1982).

Laws lead a host of jazz performers which included G Mack & Polyester Players, Blacqsax, Supa Lowery Bros, X'pressions, Karen Evans and Carson's own Chris Payton.

Aside from non-stop jazz entertainment, the festival included a wide variety of food, crafts and display booths, a kiddie area with carnival games, contests and various stage activities. It was also a showcase of talents in dancing as musicians, soloists, and bands took turn entertaining the crowd.

"It is a good event to relax and have lots of fun," said attendee Sandra M. Lewis. Juanita Matthews looks forward to Jazz Festival annually because to her it is about "fellowship with Carson neighbors and supporting vendors."

Dozens of booths enclosed Anderson Park selling a variety of products and promoting upcoming events in Carson and surrounding areas.

"It is a fantastic gathering of people in the Carson community," said Leticia B. Tan, Carson Regional Library Manager, who hosted a booth to disseminate information to the community regarding library services and programs that the Carson Library offers.

One of the longest running events in Carson, the Jazz Festival draws a huge crowd annually from all over the South Bay, having prominent performers in past years such as Barbara Morrison, Loose Ends, Angela Bofill, and other big names in the jazz music industry.

This year's Jazz Festival was sponsored by the Carson Citizens Cultural Foundation, the African American Empowerment Coalition in conjunction with the City of Carson.

Whether it is your first Jazz Festival or your twentieth, Carson's Jazz Festival is both mesmerizing and memorable – with a long line up of jazz performers and a plethora of booths offering a variety of delicacies, arts and crafts, games and activities for kids.

At least six months of planning and thousands of hours put in by community volunteers working across different committees are involved in putting together each annual seven-hour event. ■



Dat EZ Band played an enthusiastic blend of smooth soulful jazz and funk.

First Monument on Carson's International Sculpture Garden Unveiled and Kicked-Off Month-Long Celebration of Filipino-American History Month at SouthBay Pavilion

The unveiling ceremony of the first monument in Carson's International Sculpture Garden was held on September 29, 2012 at the grassy area across the east parking lot of the Congresswoman Juanita Millender-McDonald Community Center.

The first monument, an 8 ft. bronze figure mounted on a 7 ft. granite pedestal is that of Dr. Jose P. Rizal, national hero of the Philippines. The sculpture is a work of renowned Filipino sculptor Toym De Leon Imao, and is a gift from the Republic of the Philippines to the City of Carson.

In 2009, the Carson City Council approved the creation of an International Sculpture Garden to showcase public art representing Carson's cultural diversity,



The unveiling of the Dr. Jose P. Rizal monument was celebrated with a reenactment of the execution of the Philippine national hero played by actor Teddy Ortega.



The monument of Dr. Jose P. Rizal was sculpted by Toym De Leon and is a gift from the Republic of the Philippines.

and reached out to various nations to seek works of art. In addition to the Republic of the Philippines, several countries have expressed interest in donating an art piece for Carson's International Sculpture Garden.

The unveiling of Dr. Jose Rizal's monument also kicked-off the month long celebration of Filipino-American History Month at the SouthBay Pavilion with various activities every weekend in the month of October from Health, Sports and Wellness Fair, to recognizing more modern day Filipino-American leaders and heroes like Larry Itliong – a union leader who worked alongside César Chávez to form the United Farm Workers Of America (UFW) that resulted in wage increases and medical plans for farm laborers.

The cultural celebration also included a talent contest on October 27 at the SouthBay Pavilion judged by Filipino-

American performer apl.de.ap from the singing group Black Eyed Peas and Jason Farol, a finalist from ABC's show, Duets.

The month-long celebration ended with the unveiling of the Bayanihan Mural at Carson High School on October 30. The mural, aptly titled "Bayanihan", is a Filipino term taken from the word bayan, referring to a nation, country, town or community. The whole term bayanihan refers to a spirit of communal unity or effort to achieve a particular objective.

Filipino-American History Month is an annual celebration in Carson. This year's celebration was sponsored by the Philippine Consulate General, Filipino-American Chamber of Commerce Southbay Los Angeles Area, and bakitwhy.com.

"It is important for the Filipino-American youth to have positive role models to

continued on page 8

State of the City Address

continued from page 3

The Porsche Experience Driving Center will be a unique facility that will include a museum, restaurant, retail and office space, and a "human performance center" that will emphasize proper driving posture and test the drivers' vision and coordination. The project is anticipated to open late next year in 2013.

The Mayor also talked about his vision of having a restaurant row in Carson. "My vision is for people to be able to get off at the major freeway off-ramps in Carson and find a variety of great dining options," he said, adding that Carson is not too far from his vision with the new Olive Garden Restaurant that opened on October 29. The restaurant row, however, will not be a straight line or a cluster like in most cities, but will be an elongated L-shape which would span Avalon Boulevard and Carson Street.

Among the many restaurants that are already on that L-shape row include M&Ms Soul Food, Bodacious BBQ, Tony Roma's, Chili's and Krazee Grill on Avalon Boulevard, and Thai Original BBQ and Back Home in Lahaina on Carson Street. The Mayor also cited that Carson is moving towards a healthier, safer and active city with the creation of the city's first Comprehensive Master Plan of Bikeways. Studies have shown that cities with comprehensive bike infrastructures can have far-reaching positive economic sense as a cost effective way to enhance shopping districts and communities that generate tourism and support business and other big investments.

Public Safety and Human and Social Services projects continue to flourish, according to the Mayor. The Mayor also underscored its partnership with Sheriff's Department, which he praised for very encouraging statistics.

By continuing to be aggressive in its economic development agenda, according to the Mayor, Carson will get closer to attaining its vision as a destination city. "By positioning ourselves for economic turnaround, [Carson] will be ahead once the economy recovers," he said. ■

2012 "Why I Like Carson"

Essay-Writing Contest continued from page 4

Seventh grade Bianca Bondoc from St. Philomena School even noted that "Carson may not be all flashy like Las Vegas, but the residents living in Carson are courteous, friendly and kind."

Carson's booming housing and economic development didn't go unnoticed by the students. The students expressed delight in their essays over the number of new and modern houses being built and the rapid increase in commercial and retail businesses in the city.

Finally, the students concur that they like Carson because "they feel safe because of the protection they enjoy from the Sheriff's Department. "They keep crime low and gangs off the street," writes Cecilia Mendoza, a sixth grader from Rancho Dominguez Preparatory School.

So whether it is the local attractions, the parks and park activities, the cultural diversity, the city's booming economy or the friendly sheriff's deputies, eighth grader Elizabeth Delgado from Glenn Hammond Curtiss Middle School summarizes her position: "One thing that separates Carson from another city is its will to keep on trying to make it a better place. It's an amazing city and I am proud to say that I am from Carson." ■

Filipino-American History Month

continued from page 7



apl.de.ap from the singing group Black Eyed Peas helped judge talent contest at the SouthBay Pavilion.

instill in them the importance of history, education, complemented with the richness of their ethnicity and the value of their legacy," said Evelyn Andamo, Chairperson of Filipino-American Chamber of Commerce Southbay Los Angeles Area.

"When we celebrate Filipino-American History Month, we are reminded of the richness of the Philippine culture and how it enhances the American experience and greatly contributes to our city's legacy of diversity," added resident and volunteer Paz Velasquez. ■

CARSON CAREER CENTER SERVICES

FREE services are available to CARSON RESIDENTS

who have lost their jobs as a result of a

RECENT LAYOFF or Individuals laid off from a business in Carson.

The South Bay Workforce Investment Board and ProPath want to assist those who were affected by recent layoffs. The program is funded through the Federal Workforce Investment Act (WIA) in response to business closures or mass layoffs. These services are designed to help dislocated workers obtain suitable employment as quickly as possible.

• Orientation • Career Counseling • Career Assessments
• Job Development • Workshops • Training

On-site counselors available. Please make an appointment. Paula Awaida 310-952-1762 ext. 1407

Things to bring with you to the meeting:

- 1 Copy of the layoff letter
- 2 Two forms of identification – One picture ID and one other:
(Current Driver's License, Social Security Card, Birth Certificate, Passport) – to complete I-9 document
- 3 Two alternate contacts – names, address and phone numbers
of 2 persons not living in the same residence as the employee
- 4 If male and born on or after 1960, must have registered with
Selective Services to receive these government-funded services

**ProPath, Inc. Career Management
Consultants, Carson Career Center
801 East Carson St., Room 117
Carson, California 90745**