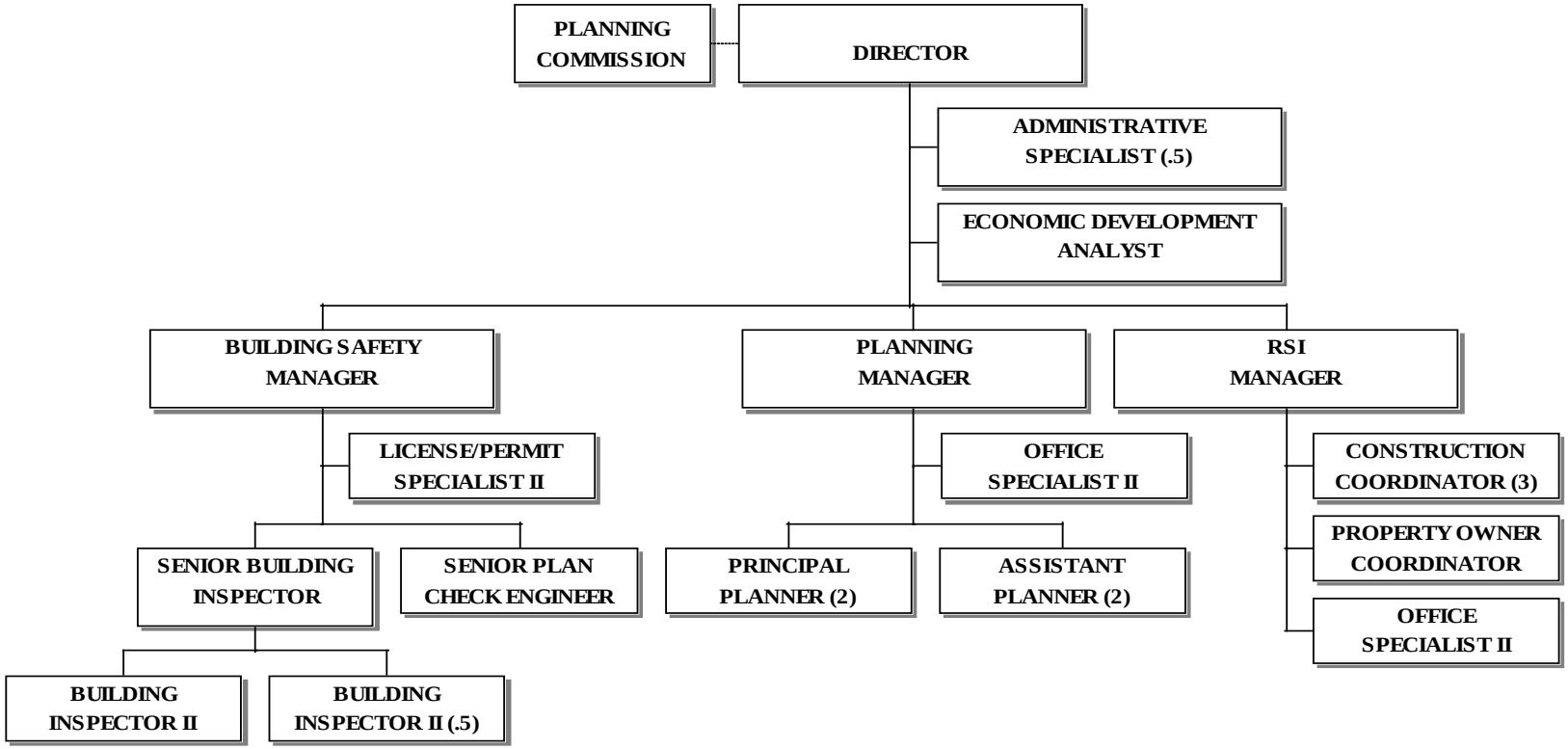
PLANNING AND BUILDING SAFETY

CLASSIFICATION	ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
ADMINISTRATION					
General Fund					
Administration	322,844	274,185	288,400	283,600	334,200
Total General Funds	**322,844**	**274,185**	**288,400**	**283,600**	**334,200**
Special Revenue Funds					
Residential Sound Insulation	6,201,022	730,757	13,520,700	12,933,000	14,424,500
Hyperion Mitigation	9,394	5,440	67,300	67,300	0
Total Special Revenue Funds	**6,210,416**	**736,197**	**13,588,000**	**13,000,300**	**14,424,500**
TOTAL ADMINISTRATION	**6,533,260**	**1,010,382**	**13,876,400**	**13,283,900**	**14,758,700**
PLANNING					
General Fund					
Planning Division	906,298	964,432	946,600	950,000	992,700
Total General Funds	**906,298**	**964,432**	**946,600**	**950,000**	**992,700**
Special Revenue Funds					
CDBG	249,817	79,903	86,800	87,000	86,800
Air Pollution Reduction	0	0	31,100	31,100	0
Total Special Revenue Funds	**249,817**	**79,903**	**117,900**	**118,100**	**86,800**
TOTAL PLANNING	**1,156,115**	**1,044,335**	**1,064,500**	**1,068,100**	**1,079,500**
BUILDING SAFETY	**1,112,243**	**915,393**	**1,187,800**	**1,010,100**	**1,187,800**
ECONOMIC DEVELOPMENT	**0**	**0**	**261,000**	**213,700**	**261,000**
PLANNING & BUILDING SAFETY	**8,801,618**	**2,970,110**	**16,389,700**	**15,575,800**	**17,287,000**

Planning and Building Safety



Planning and Building Safety – Administration *Division 2404*

CLASSIFICATION	ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
ADMINISTRATION					
SALARIES	209,896	172,609	162,900	168,000	178,000
EMPLOYEE BENEFITS	83,579	63,661	57,200	47,300	65,700
SUPPLIES	14,390	13,452	27,500	27,500	27,500
SERVICE CHARGES	14,979	24,463	40,800	40,800	63,100
TOTAL EXPENDITURES	**322,844**	**274,185**	**288,400**	**283,600**	**334,300**

ACTIVITY INFORMATION

The mission of the Planning and Building Safety Department is to meet the needs of the community through responsible planning while maintaining a safely built environment for the residents and businesses of El Segundo. Quality personal service to the community is the foundation of our values.

The Administration Division provides the administrative direction for the Planning and Building Safety Department. The primary responsibility of the Division is to ensure that the Department provides the best service to the residents and businesses in the City. This Division provides management and technical oversight of the Planning, Building Safety, and Residential Sound Insulation Divisions, including oversight of the Community Development Block Grant Program (CDBG), the Air Pollution Reduction Fund, the Code Compliance Program and the Hyperion functions that are administered by the three divisions. The division manages the budget and fiscal policy implementation for the Department. Additionally, this division provides technical support to other City Departments, City Management, the Planning Commission and the City Council.

Accomplishments During FY 2011/2012:

- Developed Department Work Program to address departmental challenges and track progress.
- Reduced permitting costs and expenditures through increased use of in-house staff and reduced reliance on contract staffing.
- Improved inter/intra-departmental coordination through Development Service Group, Inspection Group and project tracking.
- Improved customer communications through website improvements, customer surveying and formation of the Planning and Building Safety Advisory.

Goals and Objectives for FY 2012/2013:

- Monitor economic and development scenario and make appropriate adjustments to staffing and contract staffing needs.
- Continue to identify opportunities for process improvements and permit streamlining.
- Continue to improve customer communication tools and opportunities including the website.

POSITION INFORMATION

CLASSIFICATION	FULL-TIME	PART-TIME (FTE)
DIRECTOR PLANNING & BUILDING SAFETY	1.0	
ADMINSTRATIVE SPECIALIST		.5

	CLASSIFICATION	ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
ADMINISTRATION						
SALARIES						
4101	Salaries Full-Time	209,896	172,609	162,900	168,000	178,000
4103	Overtime	0	0	0	0	0
	TOTAL SALARIES	**209,896**	**172,609**	**162,900**	**168,000**	**178,000**
	TOTAL EMPLOYEE BENEFITS	**83,579**	**63,661**	**57,200**	**47,300**	**65,700**
SUPPLIES						
5204	Operating Supplies	10,031	9,782	18,000	18,000	18,000
5206	Computer Supplies	4,359	3,670	9,500	9,500	9,500
	TOTAL SUPPLIES	**14,390**	**13,452**	**27,500**	**27,500**	**27,500**
SERVICE CHARGES						
6203	Copy Machine Charges	0	0	6,100	6,100	0
6207	Equipment Replacement Charges	373	0	0	0	0
6213	Meetings & Travel	278	877	3,500	3,500	1,000
6215	Repair & Maintenance	1,227	529	2,800	2,800	2,800
6219	Network Operating Charge	8,700	8,700	8,700	8,700	46,000
6223	Training & Education	488	6	1,000	1,000	0
6253	Postage	115	1,174	3,300	3,300	1,300
6254	Telephone	3,798	11,741	12,000	12,000	12,000
6260	Equipment Leasing Costs	0	1,436	3,400	3,400	0
	TOTAL SERVICE CHARGES	**14,979**	**24,463**	**40,800**	**40,800**	**63,100**
	ADMINISTRATION	**322,844**	**274,185**	**288,400**	**283,600**	**334,300**

Planning and Building Safety – Planning Division *Division 2402*

CLASSIFICATION	ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
PLANNING DIVISION					
SALARIES	571,150	553,183	591,400	598,100	606,000
EMPLOYEE BENEFITS	229,635	237,998	247,700	250,500	237,000
SUPPLIES	732	0	0	0	3,100
SERVICE CHARGES	104,781	173,251	107,500	101,400	146,600
TOTAL EXPENDITURES	**906,298**	**964,432**	**946,600**	**950,000**	**992,700**

ACTIVITY INFORMATION

Mission Statement:
The Planning Division's primary responsibility is planning the future land use for the city. This division analyzes data and makes recommendations to the Planning Commission and City Council. Planning serves as staff for the Planning Commission. Planning is responsible for the development and implementation of the General Plan, land use regulations through zoning and subdivision codes, and environmental impact assessment. The Planning Division also administers the Community Development Block Grant Program (CDBG).

Accomplishments During FY 2011-2012:

- Completed an EIR, General Plan Amendment, Specific Plan, Zone Change, Zone Text Amendment, Development Agreement, and Subdivision for the 540 East Imperial Avenue Specific Plan Project.
- Completed Addendum to Mitigated Negative Declaration, General Plan Amendment, 222 Kansas Street Specific Plan, Smoky Hollow Specific Plan Amendment, Zone Change, Zone Text Amendment, Development Agreement, Subdivision and Site Plan Review approval for 222 Kansas Street Specific Plan project that includes the USDA facility.
- Continued design oversight and project implementation of the Corporate Campus Specific Plan project, including plan check, mitigation measure compliance, project condition implementation, and inspection for Hyatt Place Hotel project.
- Initiated the South Campus Specific Plan Project for Raytheon Corporation involving an EIR, Specific Plan, Development Agreement, General Plan Amendment, Zone Change, Zone Text Amendment and Subdivision for approximately 2 million square feet of commercial and industrial uses.
- Completed Traffic Study for In-N-Out Burger project.
- Initiated Chevron Mitigated Negative Declaration for the 100,000 square-foot Central Reliability Center Project.
- Initiated Addendum to Mitigated Negative Declaration for T-5 Partners Data Center Project Expansion.
- Initiated Mitigated Negative Declaration and Subdivision for the Boeing S-50 Expansion Project.
- Initiated General Plan Amendment, Specific Plan, Zone Change, Zone Text Amendment and Development Agreement for the Mattel Project.
- Initiated General Plan Amendment, Specific Plan, Zone Change, Zone Text Amendment, Development Agreement and Lot Line Adjustment for 888 North Sepulveda Boulevard Hotel Project.

- Completed modifications to development standards regarding dedications and improvement of public rights-of-way.

- Completed Zone Text Amendment Relating to Setbacks for Accessory Structures and Mechanical Equipment Enclosures.

- Completed Administrative Determinations Regarding Signage on Satellite Dishes, Veterinary Hospitals as Conditional Permitted Uses in the MM Zone in Smoky Hollow Specific Plan, and for Imperial Avenue properties in R-3 Zone Regarding Non-Conforming and Permitted Uses.

- Provided Planning Commission support and attendance at 19 Planning Commission meetings.

- Provided consultation and staff support for the City's economic development program; Residential Sound Insulation Program, and code enforcement program.

- Provided assistance and participated in the ULI TAP study for Smoky Hollow Specific Plan area.

- Participated in the Downtown Committee and Downtown Code Sub-Committee.

- Completed Council priorities for South Bay Bicycle Master Plan Implementation.

- Completed annual Capital Improvement Program (CIP) General Plan consistency review.

- Completed annual Congestion Management Program (CMP) and AB 2766 compliance reporting.

- Administered CDBG Programs including 3 public service programs, and a public works project to install ADA compliant concrete ramps at intersections.

- Successfully sold CDBG Funds to provide funding source for FY 11/12 CDBG Public Service Projects (Juvenile Diversion, Home Delivered Meals and Senior In-Home Care).

- Provided Planning Commission agendas, reports, public notices, minutes; a list of planning cases, EIR's; the Zoning Map; the Zoning Ordinance; the General Plan the Downtown Specific Plan, major project updates, and streaming video of Planning Commission meetings on the City web-site.

- Department staff represented the City as a member of the South Bay Council of Governments Livable Communities Standing Committee which supports the dissemination and implementation of livable communities' principles.

- Reviewed and prepared comment letters regarding several environmental studies for new projects in surrounding cities and regional agencies including various regional transit projects, the Scattergood Olympic Transmission Line Project (LADWP), the Scattergood Generating Station Unit 3 Repowering Project (LADWP), the Manhattan Village Shopping Center Enhancement Project, and the LAX Northside Project.

- Reviewed Staff Administrative and Discretionary Planning Applications including: 5 Sign Programs, 36 Amplified Sound Permits, 44 Temporary Use and Special Event Permits,6 Administrative Use Permits, 2 Off-Site Parking Covenants, 5 Adjustments, 3 Administrative Adjustments, 3 Lot Line Adjustments, 3 Administrative Determinations, and 8 Zoning Certification Letters.

- Processed Planning Commission Applications including 39 Environmental Assessments, 9 Conditional Use Permits, 3 Subdivisions, 2 Variances, 4 Coastal Development Permits, 3 General Plan Consistency Determinations, 2 Development Agreements, 1 Development Agreement Amendment, 2 General Plan Amendments, 2 Specific Plans, 1 Specific Plan Amendment, 1 Zone Change, and 5 Zone Text Amendments.

- Provided plan check and accelerated plan check service for 445 plan check submittals (does not include over the counter plan checks).

- Planning staff attended professional seminars and conferences related to land use and environmental regulations.

Goals and Objectives for FY 2012-2013:

- Prepare 2014-2020 Housing Element.

- Complete modifications to the development standards to comply with Housing Element Goals.

- Complete code amendment relating to Outdoor Dining Parking Exemption and Tiered Entertainment Permit Fee from Downtown Code Committee recommendations.

- Complete modifications to development standards regarding temporary uses.

- Complete update of the Coastal Zone development procedures.

- Complete annual Capital Improvement Program (CIP) General Plan consistency review.

- Complete annual Congestion Management Program (CMP) compliance reporting.
- Administer CDBG Programs including 3 public service programs.
- Expeditiously process Planning Commission Applications.
- Provide rapid and accurate plan check service, accelerated plan check service, and inspections.
- Develop electronic database system for planning application files to improve records management and retention.
- Maintain and expand availability of information on the Planning Division.
- Continue to monitor and comment on environmental studies for new projects in surrounding cities which may have an impact on the City and provide input on programs, plans, and projects by regional agencies such as MTA, SCAG, and the SCAQMD, which impact the City, including various regional transit projects, the Scattergood Olympic Transmission Line Project (LADWP), the Scattergood Generating Station Unit 3 Repowering Project (LADWP), the Manhattan Village Shopping Center Enhancement Project, and the LAX Northside Project.
- Continue to represent the City as a member of the South Bay Council of Governments Livable Communities Standing Committee which supports the dissemination and implementation of livable communities' principles.
- Continue implementation of South Bicycle Master Plan.
- Provide on-going staff land use and environmental planning training, NPDES training, and emergency operations center training and support.

POSITION INFORMATION

CLASSIFICATION	FULL-TIME	PART-TIME (FTE)
PLANNING MANAGER	1.0	
PRINCIPAL PLANNER	2.0	
ASSISTANT PLANNER	2.0	
OFFICE SPECIALIST II	1.0	

CITY OF EL SEGUNDO
PRELIMINARY OPERATING BUDGET

PLANNING AND
BUILDING SAFETY

CLASSIFICATION		ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
PLANNING						
SALARIES						
4101	Salaries Full-Time	569,062	544,621	580,100	588,100	591,400
4102	Salaries Part-time	222	0	0	0	0
4103	Overtime	1,866	3,345	11,300	10,000	14,600
4113	Compensated Overtime	0	5,217	0	0	0
	TOTAL SALARIES	**571,150**	**553,183**	**574,100**	**598,100**	**606,000**
TOTAL EMPLOYEE BENEFITS		**229,636**	**237,998**	**247,700**	**250,500**	**237,000**
SUPPLIES						
5204	Operating Supplies	632	0	0	0	0
5206	Computer Supplies	100	0	0	0	3,100
5220	Computer Refresh	0	0	0	0	0
	TOTAL SUPPLIES	**732**	**0**	**0**	**0**	**3,100**
SERVICE CHARGES						
6201	Advertising/Publishing	8,709	14,289	15,000	13,000	15,000
6203	Copy Machine Charges	6,345	1,252	7,000	7,000	2,100
6205	Other Printing & Binding	434	539	3,100	2,000	3,100
6206	Contractual Services	790	0	0	0	0
6207	Equipment Replacement Charges	220	(840)	5,700	5,700	1,300
6208	Dues & Subscriptions	2,221	1,713	2,400	2,400	1,400
6213	Meetings & Travel	193	2,047	7,000	7,000	2,000
6214	Professional/Technical	76,894	149,365	52,000	52,000	112,200
6223	Training & Education	2,614	1,340	4,200	3,000	1,700
6253	Postage	1,471	493	3,800	2,000	500
6254	Telephone	1,695	0	0	0	0
6260	Equipment Leasing Costs	344	203	0	0	0
6263	Commissioners Expense	2,850	2,850	7,300	7,300	7,300
	TOTAL SERVICE CHARGES	**104,780**	**173,251**	**107,500**	**101,400**	**146,600**
	PLANNING	**906,298**	**964,432**	**946,600**	**950,000**	**992,700**

Planning and Building Safety - Building Safety *Division 2403*

CLASSIFICATION	ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
BUILDING SAFETY					
SALARIES	685,963	562,693	566,500	459,700	367,400
EMPLOYEE BENEFITS	252,737	200,310	229,700	163,700	143,700
SUPPLIES	2,558	79	0	0	4,600
SERVICE CHARGES	170,985	152,311	389,600	386,700	341,700
CAPITAL-FIXED ASSETS	0	0	2,000	0	0
TOTAL EXPENDITURES	**1,112,243**	**915,393**	**1,187,800**	**1,010,100**	**857,400**

ACTIVITY INFORMATION

The Building and Safety Division's mission is to provide responsive, knowledgeable, and helpful building services by administering and enforcing state and local construction regulations in order to protect the health and safety of all occupants in or near buildings while they work, recreate, visit and live in our city. Building and Safety's goal is to provide permit, plan review, and inspection services in a professional, flexible, and equitable manner

Accomplishments During FY 2011/2012:

- Started implementing a new on-line permit system.
- Started a plan for a new development center.
- Completed training on the Green Building standards.
- Revised the Green Building correction sheet.
- Continued monthly field inspection group meetings which include staff from Building, Planning, Fire, Public Works, Police, and Recreation and Park.
- Completed various customer friendly handouts for the counter and departmental website in order to better inform the public of code requirements.
- Continued scanning documents into the document imaging library.
-
- Met departmental performance standards.
  - Completed 25% of all projects over-the-counter.
  - Completed 99% of accelerated plan checks within 2 to 3 weeks.
  - Completed 99% of regular plan checks within 4 to 6 weeks.
  - Completed 99% of requested inspections within 24 hours.
  - Responded to 99% of all code enforcement inquiries within 2 business days.

Goals and Objectives for FY 2012/2013:

- Maintain uniform and consistent code enforcement.
  - Continue monthly divisional meetings to discuss process improvement programs.
  - Continue to train staff to fulfill State certification mandates.
  - Train the staff on the new 2014 codes.
  - Training on new storm water requirements.
  - Cross training for Code Enforcement duties.
- Improve current methods, practices and processes

- Develop a plan for a new development center.
- Implement a new on-line permit system.
- Continue scanning microfiche to add inventory to the department's document image library.
- Review plan re-submittals via e-mail prior to formal plan re-submittal.
- Assume some of the duties of a Public Works Inspector.

• Improve communication between staff and customers so that they have more realistic expectations.

- Develop a Pre-development checklist and scheduling tool that will serve as a road map for the plan review and construction process.
- Provide the inspector route sheet on the website.

• Achieve divisional performance objectives.

• Plan check at least 25% of all projects over- the-counter

- 99 % of regular size accelerated projects are completed within 2 weeks.
- 99% of large accelerated projects are completed within 3 weeks.
- 99 % of regular size projects are completed within 4 weeks.
- 99% of large projects are completed within 6 weeks.
- Complete 99% of inspections within 24 hours
- 99% of all code enforcement complaints will be responded to within 48 hours.

POSITION INFORMATION

CLASSIFICATION	FULL-TIME	PART-TIME (FTE)
BUILDING SAFETY MANAGER	1.0	
SENIOR PLAN CHECK ENGINEER	1.0	
SENIOR BUILDING INSPECTOR	1.0	
BUILDING INSPECTOR II	1.0	
BUILDING INSPECTOR II		.5
LICENSE PERMIT SPECIALIST II	1.0	

CLASSIFICATION		ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
BUILDING SAFETY						
SALARIES						
4101	Salaries Full-Time	609,528	455,068	530,400	376,000	367,400
4102	Salaries Part-time	31,206	35,437	36,100	40,400	0
4103	Overtime	1,321	1,961	0	0	0
4113	Reimbursable Overtime	43,908	70,227	0	43,300	0
	TOTAL SALARIES	**685,963**	**562,693**	**566,500**	**459,700**	**367,400**
TOTAL EMPLOYEE BENEFITS		**252,737**	**200,310**	**229,700**	**163,700**	**143,700**
SUPPLIES						
5204	Operating Supplies	2,069	79	0	0	0
5206	Computer Supplies	489	0	0	0	0
5220	Computer Refresh	0	0	0	0	4,600
	TOTAL SUPPLIES	**2,558**	**79**	**0**	**0**	**4,600**
SERVICE CHARGES						
6201	Advertising/Publishing	1,063	180	1,800	0	1,000
6203	Copy Machine Charges	7,682	1,050	8,000	8,000	1,500
6205	Other Printing & Binding	1,892	2,246	0	0	0
6207	Equipment Replacement Charges	540	(13,490)	18,100	18,100	6,500
6208	Dues & Subscriptions	589	210	2,200	2,000	200
6213	Meetings & Travel	90	434	2,500	1,500	500
6214	Professional/Technical	146,362	158,416	350,000	350,000	330,000
6215	Repair & Maintenance	150	0	0	0	0
6223	Training & Education	4,029	1,273	7,000	7,000	2,000
6253	Postage	3	0	0	100	0
6254	Telephone	8,283	1,792	0	0	0
6260	Equipment Leasing Costs	302	200	0	0	0
	TOTAL SERVICE CHARGES	**170,985**	**152,311**	**389,600**	**386,700**	**341,700**
CAPITAL-FIXED ASSETS						
8108	Capital / Computer Hardware	0	0	2,000	0	0
	TOTAL FIXED ASSETS	**0**	**0**	**2,000**	**0**	**0**
	BUILDING SAFETY	**1,112,243**	**915,393**	**1,187,800**	**1,010,100**	**857,400**

Planning and Building Safety – Economic Development *Division 2401*

CLASSIFICATION	ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
ECONOMIC DEVELOPMENT					
SALARIES	0	0	92,500	59,200	84,800
EMPLOYEE BENEFITS	0	0	38,500	24,500	28,400
SERVICE CHARGES	0	0	130,000	130,000	90,000
TOTAL EXPENDITURES	**0**	**0**	**261,000**	**213,700**	**203,200**

ACTIVITY INFORMATION

The Economic Development Division's mission is to significantly increase economic development in the City, implement and maintain a business climate that fosters a strong economic community, develop a strategic plan that will result in business retention and attraction, provide an effective level of City services to all elements of the community, which will increase City revenues, development activity, spur job creation and increase customer activity and satisfaction.

Accomplishments During FY 2011/2012:

- Implement the 2012 Economic Development Strategy
  - Hired permanent, full time staff person to implement the 2012 Economic Development Strategy
  - Completed Economic Development Program Baseline Study
  - Developed and Implemented a Business Visitation Program for retention and expansion of existing business base
  - Researched and Implemented Recommendations made by the Chamber of Commerce, Downtown Task Force
  - Initiated a formal Business Expansion, Attraction and Retention Program
  - Developed 2013 Economic Development Strategy
- Increase Tax Revenue
  - Developed marketing materials for available commercial sites
  - Managed Buxton's Retail Site Assessment study to identify the best retail matches for specific sectors of the City
  - Attended commercial trade shows as a business attraction effort such as ICSC to engage in face-to-face marketing of the City's specific identified sites
  - Managed RFP for the redevelopment of City owned real property at the northeast corner of Main Street and Grand Avenue
  - Managed RFP for the Park Place Extension Project
- Reduce vacant/undeveloped land
  - Identified undeveloped land sites that have had historical challenges to development.
  - Facilitated negotiations with potential new tenants and landowners
  - Acted as an 'Ombudsman' for the business community – coordinated activities with internal department and local business/developers
- Reduce commercial inventory vacancy rates
  - Prepared marketing materials for targeted commercial sites
  - Developed strategic partnerships with regional brokers for continued marketing of opportunity sites within the community
  - Managed Urban Land Institute's Technical Assistance Panel review and findings of the Smoky Hollow area

- Successfully led interagency efforts to retain the company Nano H20, including 110 jobs

- Optimize pro-business climate
  - Reestablished the Economic Development Advisory Council (EDAC)
  - Successfully submitted application for the 2012 designation round of Los Angeles County Economic Development Corporation's "Most Business Friendly Community Award"
  - Successfully created 5 print ads and authored two editorial pieces for two separate publications to promote pro-business climate of City
  - Assisted in coordination of activities including: permit/licensing activities and "Business Matters" cable television programming

Goals and Objectives for FY 2012/2013:

- Implement 2013 Economic Development Strategy
- Continue to monitor and establish trend analysis for the Economic Development Program Baseline Study
- Contemplate a formalized tourism program to include strategic resource partners
- Implement a periodic Broker's luncheon to provide a City focused networking opportunity for active real estate professionals marketing the City
- Implement a sales tax sharing program to target high sales tax revenue producing entities that have minimal impact on the community
- Provide oversight to consultants for 'one-stop' business center remodel of City Hall
- Manage consultant to overhaul www.elsegundobusiness.com website
- Prepare an application for submission to become an Accredited Economic Development Organization (AEDO) by the International Economic Development Council (IEDC)
- Aggressively attract new retail operators through the utilization of the Retail Site Assessment Report provided by the Buxton Co.

- Continue to identify opportunities for process improvements and permit streamlining
- Partner with landowners to reduce identified barriers to development for available sites.
- Create 10 print ads and author four editorial pieces separate publications to promote pro-business climate of City
- Develop collateral materials including miscellaneous flyers, handouts, giveaways for potential clients to promote the City
- Develop street banners in concert with the El Segundo Chamber of Commerce to market the Downtown Corridor and other community amenities
- Aggressively attract new healthcare providers through the utilization of the Healthcare Needs Assessment provided by the Buxton Co.
- Aggressively attract new hotel operators through the utilization of the Hospitality Assessment Report provided by the Buxton Co.
- Actively utilize the Consumer Propensity Report with existing business base as a retention/expansion tool
- Submit application for the 2013 designation round of Los Angeles County Economic Development Corporation's "Most Business Friendly Community Award"
- Conduct 120 business visits to existing business base
- Successfully expand 2 businesses, resulting in at least 50 new jobs and capital infusion of at least $2 Million dollars
- Attract two new businesses resulting in creation of 50 new jobs and a capital investment of at least $5 Million dollars
- Attend International Council of Shopping Centers Spring and Fall Conventions to attract new retail opportunities
- Attend CORENET Global Summit to attract new business to existing commercial vacancies
- Attend local and regional conventions/event to attract new business opportunities to the City
- Develop Implementation Plan for Findings and Recommendations from the Urban Land Institute's Technical Assistance Panel of the Smoky Hollow area
  - Ensure timely completion of approved Implementation Plan

POSITION INFORMATION

CLASSIFICATION	FULL-TIME	PART-TIME (FTE)
ECONOMIC DEVELOPMENT ANALYST	1.0	

CLASSIFICATION	ACTUAL FY 2009/10	ACTUAL FY 2010/11	ADOPTED FY 2011/12	PROJECTED YEAR END FY 2011/12	PROPOSED FY 2012/13
ECONOMIC DEVELOPMENT					
SALARIES					
4101 Salaries Full-Time	0	0	92,500	59,200	84,800
TOTAL SALARIES	**0**	**0**	**92,500**	**59,200**	**84,800**
TOTAL EMPLOYEE BENEFITS	**0**	**0**	**38,500**	**24,500**	**28,400**
SERVICE CHARGES					
6206 Contractual Service	0	0	130,000	130,000	90,000
TOTAL SERVICE CHARGES	**0**		**130,000**	**130,000**	**90,000**
ECONOMIC DEVELOPMENT	**0**	**0**	**261,000**	**213,700**	**203,200**