

ONE

ONE CUDAHY. UNA COMUNIDAD.

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CUDAHY 
OPEN MINDS. OPEN DOORS



CLEANUP DAY
JULY 9, 10 A.M.-3 P.M.

- Drop off bulky items at one of seven convenient locations.
- Drop off at Lugo Park for donation, e-waste, recycling and shredding.

KEEPING CUDAHY CLEAN & BEAUTIFUL

Get rid of junk the proper way. Republic Services and Goodwill are providing free dropoff for:

- Bulky items
- Donations of clothing, toys, appliances etc.
- E-waste recycling
- Secure document shredding*

*Documents are taken offsite for shredding. Hazardous waste such as needles, oil, etc., will not be accepted. Proof of residency required by ID or utility bill.

2016 CLEANUP DAYS
JULY 9 / OCTOBER 11

To request a trash bin location, organize a beautification team, or get involved, call Raul Mazariegos at (323) 773-5143, ext. 247

CUDAHY 
OPEN MINDS, OPEN DOORS

CITY OF CUDAHY | (323) 773-5143
5220 Santa Ana St., Cudahy, CA 90201



SUMMER 2016

ONE

ONE CUDAHY. UNA COMUNIDAD.

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Putting the pieces together



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DREAMS FOR CUDAHY

Highlighting community through culture, dance

PUTTING THE PIECES TOGETHER

Like a puzzle, our community is composed of different pieces coming together to complete a larger whole. In recent months, the General Plan Update process has engaged community members in discussing the different “elements” of Cudahy’s future, ranging from economic development, public safety, to parks and recreation.

On page 18, read the latest progress on the General Plan. Since our last report in winter, several reports have been compiled and posted online at www.cityofcudahy.com. With these insights in hand, the City is working with the consultant on identifying policies and programs to address community priorities, such as economic development, public safety and parks.

In terms of economic development, recent budget discussions remind us of our fiscal challenges. Since the 2012 dissolution of redevelopment agencies in California, the City lost almost \$3 million in annual revenue. In addition to the recession, that put us in a difficult position in terms of sustaining operations and services. However, it has pushed us to be more creative in pursuing alternative strategies, such as forming nonprofit partnerships and pursuing competitive grants—of which the City has been awarded more than \$8 million over the last two years. At the same time, the City also has an economic development strategy to enhance local quality of life and generate new tax revenues (page 12).

Recognizing many cities’ challenges in coping with the loss of redevelopment, the State passed a new law to potentially reinstate some financing tools to help catalyze investment activity in economically distressed communities like ours. However, it turns out that due to significant recent improvements in public safety (page 24), Cudahy does not meet the law’s blight requirements. To ensure that this law supports rather than penalizes improving communities, the City Council authorized the hiring of a lobbyist to work with State legislators to amend the law’s eligibility requirements. If successful, the amendment could open new opportunities for not only Cudahy, but also similar communities across California.

As we await word from Sacramento, we’ve been busy locally improving our parks. On page 29, read about our most recent upgrades, as well as a potential County ballot measure for parks funding. Even though we’ve had the great fortune of making many recent park improvements—like the new \$1.8 million Clara Expansion Park, and \$1.6 million Lugo Park renovation—Cudahy is still very deficient in open space. With the City already financially strapped, it will be up to voters in November’s General Election to decide whether or not to vote for public investment in parks.

Until then, we invite you to join us at our parks, which will be buzzing with community activity. On June 29, we’re celebrating Lugo Park’s reopening. On July 3, we’ll be hosting our annual Independence Day Spectacular, and Aug. 7 will be National Night Out. Woodcraft Rangers is also running a youth camp and multiple classes. We hope you can find the time from your busy schedules to join us for all of these events!



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ON THE COVER
Planting Roots
Photo courtesy of Jeremy Munns
Illustration by FUEL Creative Group

ARMANDO LAS PIEZAS

Como un rompecabezas, nuestra comunidad está compuesta de distintas piezas que se unen para completar un conjunto. En los últimos meses, el proceso de la Actualización del Plan General, involucró a miembros de la comunidad para platicar sobre los diferentes “elementos” del futuro de Cudahy, desde el desarrollo económico y la seguridad pública, hasta los parques y la recreación.

En la página 12, lea el último avance del Plan General. Desde nuestro último informe en invierno, se han recopilado y publicado varios informes que se pueden ver en la red al ir al sitio www.cityofcudahy.com. Con estos conocimientos a la mano, la ciudad está trabajando con el consultor para identificar la políticas y programas para abordar las prioridades de la comunidad, como el desarrollo económico, la seguridad pública y los parques.

En cuanto al desarrollo económico, recientes conversaciones del presupuesto nos recuerdan de nuestros desafíos fiscales. Desde la disolución en el 2012 de las agencias de urbanización en California, la Ciudad perdió casi \$3 millones de ingresos anuales. Además de la recesión, eso nos puso en una posición difícil en cuanto a sustentar las operaciones y los servicios. Sin embargo, nos empujó a ser más creativos en perseguir estrategias alternativas, tal como formar asociaciones sin fines de lucro y perseguir subvenciones competitivas—de las cuales se le ha otorgado más de \$8 millones durante los últimos dos años a la ciudad. A la vez, la ciudad también tiene una estrategia para el desarrollo económico para mejorar la calidad de vida local y para generar nuevos ingresos impositivos (página 18).

Al reconocer los retos de muchas ciudades en superar la pérdida de urbanización, el estado aprobó una nueva ley para potencialmente reintroducir algunas herramientas financieras para ayudar a catalizar actividades de inversión en comunidades con dificultades económicas como la de nosotros. Sin embargo, resulta ser que debido a recientes mejoras, el Concejo Municipal autorizó la contratación de un cabildero para que trabaje con legisladores estatales para enmendar los requisitos de idoneidad de la ley. Si se logra, la enmienda puede abrir nuevas oportunidades no solo para Cudahy, pero también para comunidades similares en el estado de California.

Conforme esperamos noticias de Sacramento, hemos estado ocupados localmente mejorando nuestros parques. En la página 29, lea sobre nuestras más recientes actualizaciones tanto como de una potencial medida en la papeleta del condado sobre financiamiento para los parques. Aunque tuvimos la gran fortuna de recientemente llevar a cabo muchas mejoras en los parques—como la nueva expansión del parque Clara y la remodelación del parque Lugo—Cudahy sigue con una gran deficiencia de espacios abiertos. Con la ciudad cuyos recursos económicos ya están escasos, será decisión de los votantes en las elecciones generales de noviembre en cuanto si votan por la inversión pública en los parques.

Hasta entonces, los invitamos para que nos acompañen en nuestros parques, que estarán repletos de actividades comunitarias. El 29 de junio, celebraremos la reapertura del parque Lugo. El 3 de julio, seremos los anfitriones de nuestro Espectáculo Anual del Día de la Independencia. El 7 de agosto será la Noche de Salida Nacional. Woodcraft Rangers también va a llevar a cabo el campamento para los jóvenes y varios cursos. ¡Esperamos que puedan encontrar tiempo—sus días ocupados para acompañarnos en todos estos eventos!

ROUNDUP

JUNE 20
SUMMER @ LUGO PARK
 Thru Aug. 5, 7 a.m.–5 p.m.,
 Lugo Park, \$60 per week

Keep your youngsters' bodies active and minds sharp with Woodcraft Rangers' summer camp at Lugo Park Teen Center, open to kids ages 5-12 and 13-17. Play sports, explore science and technology, make art with friends, and more! For more information, visit www.woodcraftangers.org/cudahy or call (213) 272-8453.

A QUICK LOOK
 See more at www.cityofcudahy.com

- JUNE**
- 20 Summer @ Lugo Park Youth Camp begins
 - 22 Neighborhood Watch Meeting
 - 23 Food Distribution
 - 29 Lugo Park Grand Reopening

- JULY**
- 1 Fiscal Year 2016-17 begins
 - 3 Independence Day Spectacular
 - 4 Independence Day (City offices closed)
 - 9 Cleanup Day
 - 16 Southeast Cities Monthly Bike Ride
 - 18 Recreation classes start
 - 20 Neighborhood Watch Meeting
 - 28 Food Distribution

- AUGUST**
- 20 Southeast Cities Monthly Bike Ride
 - 24 Neighborhood Watch Meeting

SUMMER CALENDAR



JUNE 29
LUGO PARK GRAND REOPENING
 6 p.m., Lugo Park

Bring the whole family to check out the new facilities, and test out the field with sports demos.



JULY 9
CLEANUP DAY
 10 a.m.–3 p.m., various locations

Join us for the quarterly Cleanup Day! Drop off recyclables at a designated dumpster site, or sign up to volunteer for a beautification project. For more information on how you can get involved, call Raul Mazariegos at (323) 773-5143, ext. 247.

JULY 18
RECREATION CLASSES START
 Various locations

Are you ready for more recreation classes and activities? Turn to page 39 to see what's being offered this summer.

INDEPENDENCE DAY SPECTACULAR

JULY 3
 3–9:30 p.m.,
 Cudahy Park

Enjoy the holiday with your friends and family at the City's Independence Day Spectacular on Sunday, July 3 at Cudahy Park! This celebration is presented jointly by the City of Cudahy and the Cudahy Youth Foundation. Festivities include carnival rides and games, face-painting, food trucks, live performances and music by Sgt. Pepper playing your favorite oldies. Plus, you definitely won't want to miss out on the spectacular fireworks show!



ROUNDUP

ONGOING EVENTS

FOOD DISTRIBUTION

**Fourth Thursdays, 8:30 a.m.,
 Clara Street Park**

Pick up a bag of groceries at the monthly Food Distribution. Bring valid current proof of residency to avoid being turned away. Those attending for the first time will be required to fill out a new Self-Certification Form. Residents unable to attend due to a medical condition may call (323) 773-5143 for assistance.



SWAP MEET

**Saturdays, 7 a.m.–3 p.m.,
 Clara Street Park**

Searching for a great deal? Cudahy's weekly swap meet features more than 60 vendors offering a variety of services and products, including name brand clothing, shoes, jewelry, home decor, furniture, bedding, toys, sporting goods, and beauty products. To learn how to become a vendor, visit City Hall or call (323) 773-5143.



SOUTHEAST CITIES MONTHLY BIKE RIDE

**Third Saturdays, 9:45 a.m.–1 p.m.,
 meet at City Hall**

Get some exercise and learn about bike safety during this fun monthly community bike ride with the L.A. County Bicycle Coalition!

NEIGHBORHOOD WATCH

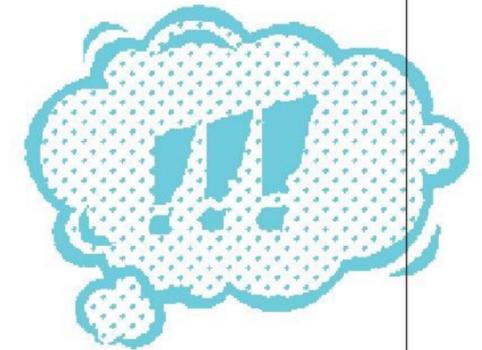
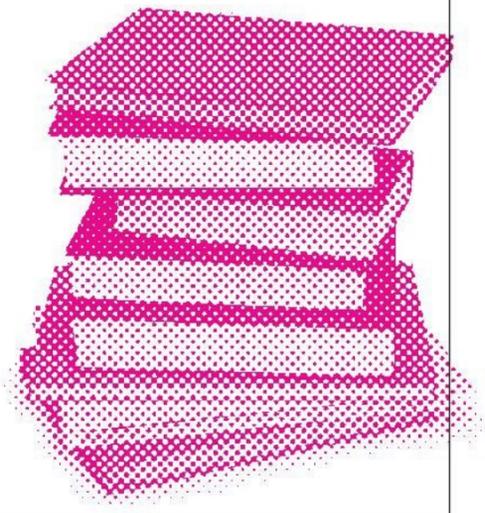
Fourth Wednesdays, various locations

Gather your neighbors to learn about crime prevention and meet local law enforcement officers. To host a meeting in your neighborhood, call Deputy Marino Gonzalez at East L.A. Sheriff's Station, (323) 264-4151. Find out where the next meeting is at www.cityofcudahy.com.

SUMMER READING PROGRAM

**Cudahy Library,
 5218 Santa Ana St.**

Read for the Win! Get the whole family in the Library's Summer Reading Program. Babies, toddlers, kids, teens and adults alike earn rewards for reading books. Register and create an account by visiting www.colapublib.org/libs/cudahy.



PUBLIC MEETINGS

City Council

Second and fourth Mondays, 6:30 p.m., Council Chambers

Aging and Senior Commission

Second Mondays, 2 p.m., Clara Street Park Turner Hall

Public Safety Commission

Second Tuesdays, 5 p.m., Council Chambers

Planning Commission

Third Mondays, 6 p.m., Council Chambers

Parks & Recreation Commission

Fourth Tuesdays, 6 p.m., Council Chambers

The City is also continuing to accept applications for its newly formed Economic Development Commission. Application forms are available at City Hall and www.cityofcudahy.com.

ROUNDUP

NEWSREEL

CUDAHY 2040 UPDATE

In the last several months, General Plan consultant MIG coordinated a series of community workshops, public meetings and surveys to engage residents on conversations about the Cudahy's future growth and development. Reports are now available online at www.cityofcudahy.com. A draft of the plan is expected to be ready for Council review later this summer. Turn to page 12 to learn more about the Cudahy 2040 plan, and implementation strategies moving forward.

NEW PUBLIC SPACE SPROUTS IN CARNICERIA MILAGRO PARKING LOT



A formerly underutilized space at the corner of Santa Ana Street and Wilcox Avenue has been turned into a parklet, thanks to a group of students from Cal Poly Pomona's landscape architecture program. The team worked with the property owner for permission to use the site, designed the space, and collaborated with community volunteers to build the new rest area, which features new seating and greenery.

UCLA STRATEGIC GROWTH STUDY WRAPS UP

As part of a collaboration with UCLA, the City has been engaging the public on issues related to housing, parking, parks, and transportation, toward building a healthy, sustainable city. After a year of public outreach and research, the team will present strategies to plan for future growth in Cudahy, including policies and incentives to support new development and active transportation. For more information, contact the City's Planning Division at (323) 773-5143.

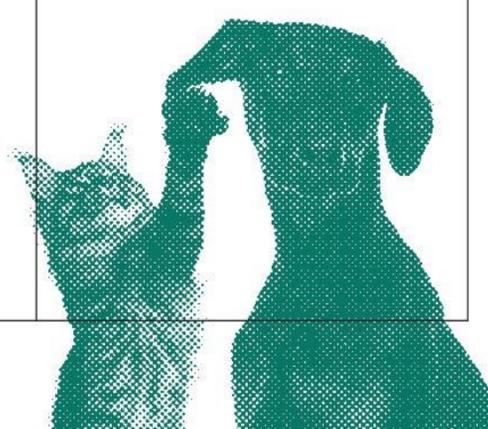
RESIDENTS CLEAN HOUSE FOR SPRING CLEANUP DAY

On Saturday, April 9, residents participated in the Spring Cleanup Day, which collected a combined total of about 15 tons of trash and unwanted household items. The event was a great success, diverting e-waste, paper, and raw items from local landfills.

The City holds four Cleanup Days a year, involving beautification projects and free bulky item pickup. The next clean up days are scheduled for July 9 and Oct. 11. For more information or to request a trash bin location, call Raul Mazariegos at City Hall, (323) 773-5143 ext. 247.

PET CLINIC FOLLOWED BY ANIMAL LICENSE CANVASSING

On May 26, in partnership with the Los Angeles County Animal Care and Control Department, the City hosted the annual pet clinic at Cudahy Park, providing low-cost vaccination, microchip and licensing services. The event preceded the County's annual field canvassing effort, ongoing throughout the month of June. Enforcement officers are visiting homes to monitor compliance with pet ownership laws. For more information about licensing, vaccination and other requirements, visit www.animalcare.lacounty.gov or call City Hall at (323) 773-5143.



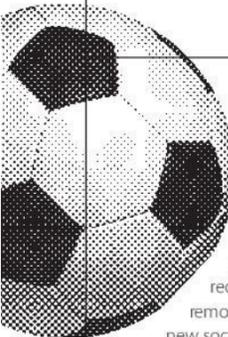
ROUNDUP

NEWSREEL

LASD SEEKS VOLUNTEERS FOR SAFETY PROGRAM

East Los Angeles Sheriff's Station is looking for residents to take part in the Cudahy Volunteers on Patrol (VOP) program to support law enforcement through performing a variety of non-hazardous patrol duties—e.g., traffic control, searching for missing children, conducting residential vacation checks, etc.

Volunteers must be residents of the community who are able to commit a minimum 16 hours per month. Volunteer uniforms are provided, as well as training to use a handheld radio and Sheriff's vehicles. Volunteers must be over the age of 18 with a valid ID, pass a background check, submit an application and complete a non-physical civilian academy training. For more information on how you can participate, contact Sergeant Cynthia Beaise at (323) 264-4151.



LUGO PARK TO REOPEN WITH NEW SOCCER FIELD, ENHANCEMENTS

After three months of construction, Lugo Park is reopening. Highlights include remodeled restrooms, as well as a new soccer field with shade structures. A grand opening is scheduled for June 29 at 6 p.m. To learn more about other recent park improvements, as well as the upcoming County bond for parks funding, turn to page 29.

NEW CITY BUDGET IN WORKS

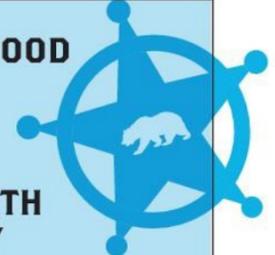
The City operates its public services and programs on an annual budget that is updated every year. The annual spending plan is typically adopted in June and takes effect on July 1. Council and staff are currently working on the FY 2016-17 City Budget. In recent years, the City has had to cope with declining resources from the recession, as well as the loss of redevelopment agency which eliminated about \$3 million in annual revenues. Updates on the City Budget will be reported in the semimonthly City Manager's Report, available at www.cityofcudahy.com.



CITY RECRUITING FOR ECONOMIC DEVELOPMENT COMMISSIONERS

The City continues to accept applications for five vacancies on the newly formed Economic Development Commission (EDC). Members serve on a volunteer basis, in an advisory capacity to the City Council, providing reports and recommendations related to community economic development and special development projects, as referred by the City Council. The body will meet regularly at least once each month at a time and place to be determined. Commission appointments run concurrent with the terms of the appointing Councilmember. Applications are available at City Hall and online at www.cityofcudahy.com. Applications will be accepted until vacancies are filled. To learn more about economic development in the City, turn to page 18.

NEIGHBORHOOD WATCH MEETINGS TO BE HELD EVERY FOURTH WEDNESDAY



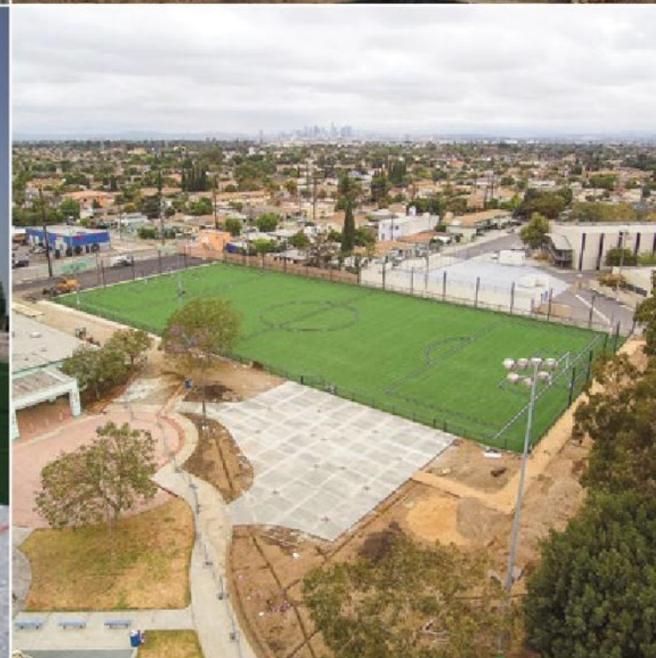
Following the success of the City's first Neighborhood Watch meeting last summer, staff and the Sheriff's Department have been coordinating to arrange regular monthly meetings, which will take place on the fourth Wednesday of every month. Location details are not confirmed for all meetings, but will be announced as they become available. To host a meeting in your neighborhood, call Deputy Marino Gonzalez at East L.A. Sheriff's Station, (323) 264-4151. Find out where the next meeting is at www.cityofcudahy.com.

UPCOMING MEETINGS

- June 22
- July 20
- Aug. 24
- Sept. 21
- Oct. 19

ROUNDUP

#CUDAHYCA



SPRING Lugo Park under construction



APRIL Spring at the parks



MAY Crews clean L.A. River bikeway



APRIL 12 Council Reorganization



MAY 12 Cudahy 2040 General Plan Meeting



APRIL/MAY New parklet at Carniceria Milagro led by Cal Poly Pomona students



MAY 18 Neighborhood Watch

FOLLOW US!

Stay up to date with the latest City news by following us on Twitter @CudahyCa, and the semimonthly City Manager's Report published online at www.cityofcudahy.com.

SELECT PHOTOS COURTESY OF ARI SPORN, WOODCRAFT HANDBUILDERS AND JEREMY WALKINS



LAND OF OPPORTUNITIES

CUDAHY IS RICH WITH ECONOMIC DEVELOPMENT OPPORTUNITIES

AFTER LOSING A \$2.8 MILLION STREAM OF ANNUAL REVENUE FROM THE FORMER REDEVELOPMENT AGENCY, THE CITY HAS BEEN ACTIVELY PURSUING ECONOMIC DEVELOPMENT TO SECURE A PROSPEROUS FUTURE FOR CUDAHY

BY WENDY CHUNG AND ROGER GRODY

Economic development is an important goal for many communities. The recent economic recession not only tightened many government budgets, but in California, also prompted the State to eliminate economic redevelopment agencies. This environment has pushed many cities to be more creative in allocating and leveraging available resources to generate new revenues.

Thinking outside the box has been especially important in Cudahy, where the elimination of the redevelopment agency resulted in an annual loss of \$2.8 million—equivalent to about 40 percent of the City's budget. Meanwhile, a weaker tax base stemming from lower levels of commercial uses and property values also provides less funding for public services. And even then, available resources must be split among several entities like the County and local schools. For every dollar collected in property tax, the City receives less than 7 cents.

An innovative economic development strategy is therefore crucial for attracting investment to expand business and job opportunities, increase access to goods and services, enhance local housing stock, and generate new revenue streams.

With the General Plan update underway, the City is discussing Cudahy's future while developing options for increasing local prosperity. Read on to learn about a few key strategies being explored, ranging from increasing business attraction efforts and identifying opportunity sites, to a new law that might help spur new business and development activity.

AN ORDINANCE TO COPE WITH LOSS OF REDEVELOPMENT

Prior to 2012, the Cudahy Community Development Commission (CDC)—formed in 1977—was the City's main economic development engine. Enabled by a 1948 State law, one of its special powers was tax increment financing (TIF), which essentially allowed the CDC to retain a portion of property tax revenue to fund economic development activities.

PHOTOS COURTESY OF CHRISTIAN MACIAS

Under the former redevelopment law, a public agency could identify a distressed project area. Upon designation, the local tax base would “freeze” for a certain amount of time, and any increase in assessed valuation that hypothetically resulted from focused improvement efforts, could further fund more improvements. Monies were often leveraged through bonds to help finance infrastructure enhancements, affordable housing, and major commercial and residential projects.

Though redevelopment agencies left a positive impact in many disadvantaged neighborhoods, some local agencies were alleged to misuse power to hoard tax revenues, effectively draining resources from local schools and other public services, and leaving the State on the hook for backfilling funding gaps. In 2011, to address State budgetary issues, Governor Jerry Brown signed a law eliminating community redevelopment, affecting more than 400 agencies including the CDC.

In response to the loss of the CDC, the Cudahy Economic Development Corporation (EDC) was formed to continue investing in the city. In 2014, a State report found that the EDC was not qualified to receive the former CDC’s assets, and ultimately handed control of remnant funds and properties to the City as the successor agency. The City has since adopted a Long Range Property Management Plan to identify potential for future development.

Meanwhile, in response to the loss of redevelopment, the City adopted an Economic Development Ordinance and Plan in order to identify new opportunities, set aside funds, and develop leadership in the form of a new Economic Development Commission tasked to help guide revitalization activities. Recruitment is now underway for the Commission, and the Economic Development Plan is available online. For more information, contact Community Development Manager Michael Allen at (323) 773-5143.

CUDAHY 2040: THE GENERAL PLAN

Per State law, every city is required to maintain a General Plan that establishes a community vision and framework for growth and development. The City is currently working on its first update since 1992, a major theme of which is enhancing economic development opportunity.

So far, consultant MIG has put together an existing conditions report that compiles completed studies and recent planning efforts into one comprehensive document. In terms of economic development, MIG has identified barriers to desired development, as well as potential opportunity sites.

Specifically, important issues for the City to address in order to be competitive in spurring new private investment include inadequate infrastructure, incompatible land use patterns and small lot sizes. As part of the General Plan, the City will be updating the zoning code, as well as implementing new incentivizing tools and design guidelines to promote quality development.

Looking ahead, some key opportunity sites include a more cohesive civic center connecting the library, Cudahy Park and City Hall; the former casino property; and new housing along the Los Angeles River that’s currently being revitalized. “These types of projects would require some negotiations with the County and other districts, as well as private investors, but that kind of interaction fosters alignment of interests and coordination of investment,” said City Attorney Dave Gondek. And while likely requiring additional effort and collaboration, such opportunities could open doors to new housing, goods and services, as well as job opportunities.

Yet another transformative project potentially on the horizon is the ongoing Eco-Rapid Project that could bring the Metro Orange Line into the community at the southern edge of town, using the

inactive Southern Union Pacific right-of-way. The introduction of light rail could promote a more compact transit-oriented community that provides residents convenient access to goods and services, and better connects the city to the larger region.

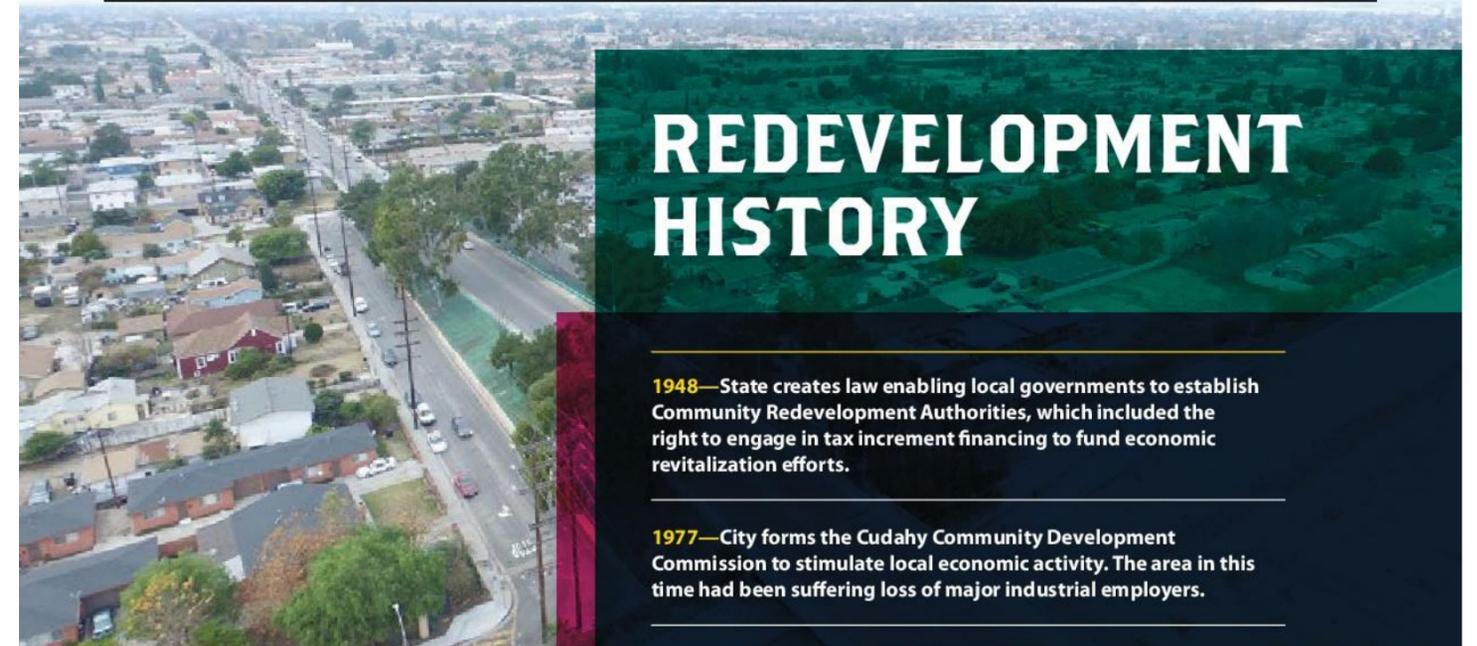
To see the latest reports from the General Plan, and to keep up to date with the latest meetings, visit www.cityofcudahy.com.

REDEVELOPMENT 2.0: COMMUNITY REVITALIZATION & INVESTMENT ACT

For communities that struggled with the loss of redevelopment funding, an exciting announcement from the State last year involved the new Community Revitalization and Investment Authority (CRIA) Law. The legislation marks the return of tax increment financing, but targeted only to geographic areas with the greatest demonstrated need to rein in potential misuse.

In order to establish a new CRIA entity, cities must demonstrate that 80 percent of local census blocks have an annual household income that lags behind the statewide median. In addition, the project area must meet three of the four following conditions: 1) unemployment rate at least 3 percent above the statewide median, 2) crime rate at least 5 percent higher than the statewide median, 3) deteriorated/inadequate infrastructure, and 4) deteriorated commercial or residential structures.

Based on preliminary analysis, while the City as a whole meets income and deterioration requirements for infrastructure and building stock, recent improvements in unemployment and crime rates have placed Cudahy under the new law’s required threshold. “Had this been two years ago, the City would have qualified because of higher unemployment and crime rates,” said Community Development Manager



REDEVELOPMENT HISTORY

1948—State creates law enabling local governments to establish Community Redevelopment Authorities, which included the right to engage in tax increment financing to fund economic revitalization efforts.

1977—City forms the Cudahy Community Development Commission to stimulate local economic activity. The area in this time had been suffering loss of major industrial employers.

2012—State law abolishes redevelopment, shuttering more than 400 CRAs, including the CDC. The City forms the Economic Development Corporation (EDC) to oversee the former agency’s funds.

2014—A review of the CDC’s assets transferred to the EDC found that properties and other assets must be returned to the City as successor agency of the former CDC.

2015—The City, as Successor Agency responsible for former CDC assets, prepares a Long Range Property Management Plan, which is approved by the State Department of Finance. The State also passes the new CRIA law.

WHY DID THE STATE ELIMINATE REDEVELOPMENT? WHAT IS CRIA?

Typically, property tax revenues are shared among various taxing districts including the City, County and local school districts. Redevelopment allowed local governments to divert property tax receipts for economic development through tax increment financing (TIF). This often left the State on the hook for backfilling funding gaps in other public agencies. The 2012 dissolution of CRAs was in large part an effort to address the impact that TIF was having on the State’s budget.

As of last year, new legislation enables local governments to establish CRIsAs, which has been called “watered down redevelopment,” allowing eligible communities to engage in TIF to spur economic activity.

Michael Allen. “But both have gone down significantly—which is a sign of momentum that redevelopment could help further build up. So we’re in the process of strategizing to see how we might qualify.”

While the City as a whole is not currently eligible, Gondek notes that there may still be opportunity to form a project area that is focused on certain census blocks—a relatively common practice during the time of CRAs. Furthermore, since the CRIA is still new, it is also possible that the law will adjust to community needs as cities start trying to form new agencies. The City is now working with a lobbyist to propose possible amendments to the law. Updates will be provided in the City Manager’s Report as they become available.

In addition to bringing back tax increment financing, the new legislation requires that 25 percent of all revenue collected by a CRIA be deposited into a low- and moderate-income housing fund—which is a five percent increase from the old law. This emphasis on affordable housing is important as the State faces a housing crisis. It also aligns with one of the General Plan’s key objectives to provide residents with sufficient affordable housing

opportunities, in both the rental and ownership markets.

Gondek also notes that revenues may also be used to assist in the assembly of land for new commercial development. In Cudahy, where lot sizes are typically small and ownership patterns are fragmented, land assembly is important in order to create sites that are economically feasible for new residential and commercial projects.

In particular, there is great opportunity for the City to capitalize on the efforts underway to revitalize the Los Angeles River. "Redevelopment funds can be used for land assembly and to reorient properties to take advantage of recreational vistas as the river is restored and reopened." He further suggests higher density along the waterfront, likely to be recommended in the General Plan Amendment, which could consist of housing opportunities ranging from

affordable to market-rate, in order to help create a more balanced and economically diverse community.

While much of conversation around the river project has centered on Downtown L.A., the L.A. River Revitalization Corporation leading the effort insists that all local jurisdictions along the waterway's 51-mile length are being addressed. "We are in the preliminary stages of creating a holistic plan inclusive of all 15 cities along the river," said the organization's Director of Communications Eli Kaufman. "We have a commitment to public engagement, neighborhood by neighborhood, block by block."

As the City continues to study and understand the eligibility and limitations of the new CRIA law, its potential to supplement existing economic development efforts would be a welcome prospect.

PROSPEROUS FUTURE

Taken together, Cudahy is rich with economic development opportunities. As the Cudahy 2040 Plan establishes a vision and framework for future growth, a new Economic Development Commission could help guide implementation and coordination of resources.

Meanwhile the City's ongoing efforts to generate new revenues—whether by increasing the tax base via new development, or exploring a new CRIA entity—will further propel the community toward a more prosperous future.

"With these elements coming together, you could see a real transformation of the community," says Gondek.

MEET TIF: A FUNDING MECHANISM

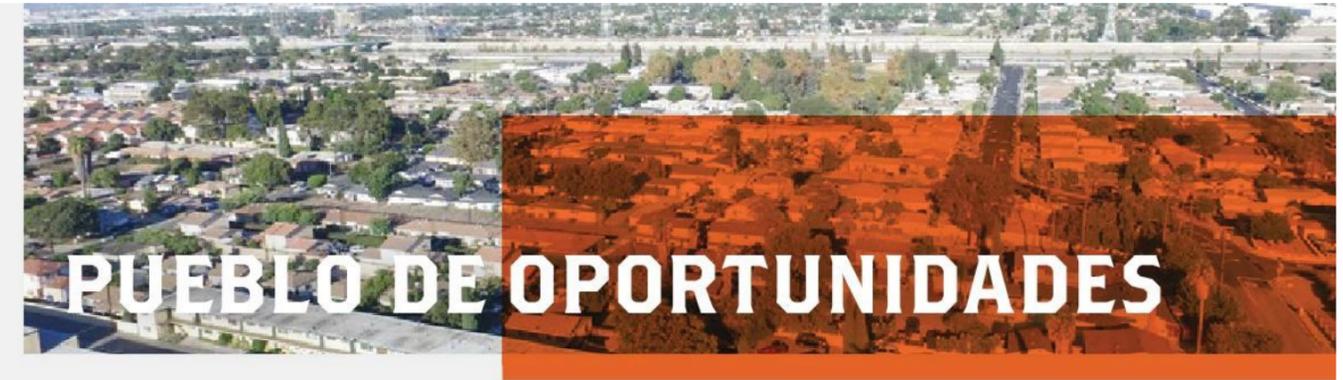
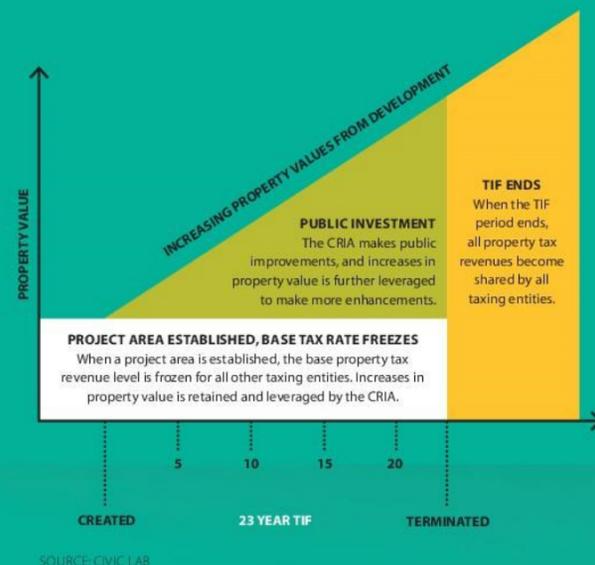
In 2012, the dissolution of the former Cudahy Community Development Commission (CDC) meant that the City lost a major economic development tool—tax increment financing (TIF). As of last year, a new State law—the Community Revitalization & Investment Act (CRIA)—is bringing back TIF to eligible communities. As the City looks into its own eligibility, learn how TIF works.

What was the CDC?

The former CDC was established in 1977 and eliminated in 2012. It was enabled by State redevelopment law, which provided local governments with tools for addressing urban blight—including the ability to assemble smaller parcels into larger development opportunity sites, as well as the authority to engage in tax increment financing.

How does tax increment financing work?

Typically for every \$1 collected in property tax, less than 7 cents returns to the local general fund. Tax increment financing (TIF) was therefore an important redevelopment tool that allowed cities to retain property tax to fund economic development, and capture any increased property value for further local reinvestment. Cities often then leveraged anticipated property tax increments to issue bonds for public improvements and economic development activities. (See illustration to right.)



El desarrollo económico es una meta importante para Cudahy, donde la pérdida de la previa Comisión para el Desarrollo de la Comunidad (CDC, por sus siglas en inglés) resultó en una pérdida anual de \$2,8 millones—equivalente a aproximadamente a 40 por ciento del presupuesto de la ciudad. Además, el financiamiento de los servicios públicos está limitado debido a que la ciudad comparte ingresos por impuestos con otras entidades tales como el Condado y las escuelas locales. Por cada dólar que se colecta de impuestos sobre bienes inmuebles, la ciudad solo recibe menos de nueve centavos.

Así que una estrategia innovadora puede ayudar a atraer inversiones para ampliar oportunidades para los negocios y trabajos, aumentar el acceso a bienes y servicios, mejorar las existentes viviendas locales y generar nuevas fuentes de ingresos. A continuación verán unas estrategias claves que la ciudad esta en proceso de analizar:

1. UNA NUEVA ORDENANZA DE DESARROLLO ECONÓMICO

Cuando las agencias de reurbanización fueron eliminadas en el estado de California en el 2012, Cudahy perdió su capacidad de desarrollo económico—que incluye la habilidad de participar en el financiamiento con el incremento de impuestos (TIF, por sus siglas en inglés), la cual anteriormente permitió a entidades locales retener algo de los ingresos de impuestos sobre los bienes inmuebles para el desarrollo económico.

Para conservar y fomentar la prosperidad aun más en Cudahy, el Concejo Municipal recién adoptó la Ordenanza del Desarrollo Económico, la cual confirma el desarrollo económico como una prioridad importante y establece nuevos recursos y una comisión para alentar nuevo crecimiento. También adoptó un Plan Inmobiliario a Largo Plazo para identificar oportunidades para varios terrenos de los cuales la ciudad es dueña.

2. PLAN DE CUDAHY 2040

Conforme la ciudad actualiza su Plan General por primera vez desde el 1992, un tema que se destaca es el del desarrollo económico.

Hasta ahora, el consultor MIG realizó un informe de la condiciones existentes para identificar barreras potenciales en cuanto a la construcción deseada tanto como con lugares de oportunidad—tales como un centro cívico más cohesivo que conecte a la biblioteca, el Parque de Cudahy y el Ayuntamiento; la propiedad que anteriormente era un casino; el Proyecto Eco-Rápido en curso que podría traer nuevas opciones de tránsito a la comunidad; al igual que opciones de viviendas que puedan que construyan en el esfuerzo actual de Renovación del Río de Los Ángeles.

Y mientras lo más probable es que requiera esfuerzo y colaboración adicional, tales oportunidades podrían abrir nuevas puertas a nuevas viviendas, bienes y servicios así como oportunidades de trabajo.

Aprenda más sobre el Plan de Cudahy 2040 en www.cityofcudahy.com.

3. REURBANIZACIÓN 2.0: LEY DE REVITALIZACIÓN E INVERSIÓN COMUNITARIA

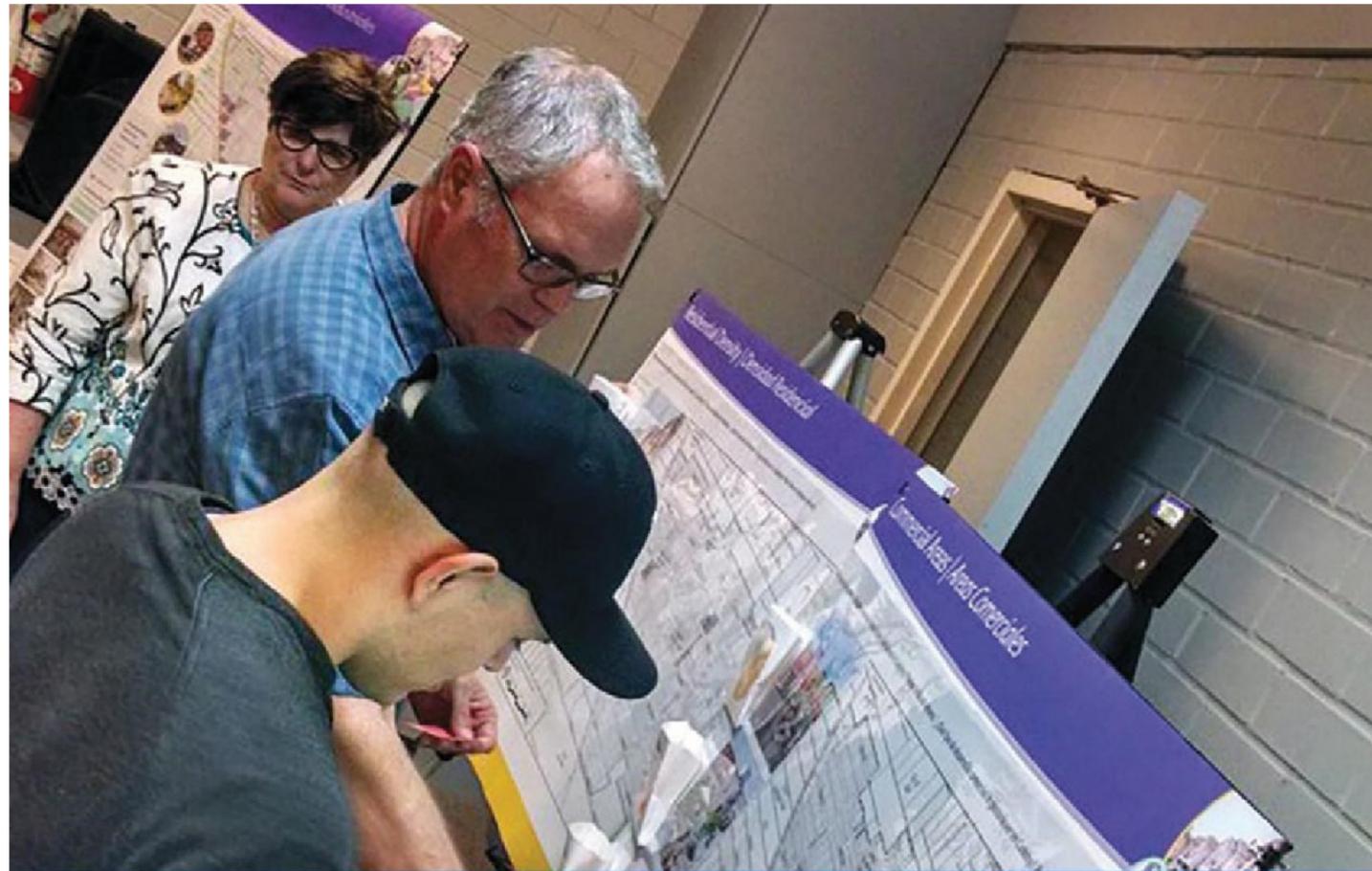
El año pasado, el estado anunció la nueva Ley de la Autoridad de Revitalización e Inversión Comunitaria, la cual marca el regreso del financiamiento con el incremento tributario pero enfocándose en áreas demostradas de mayor necesidad.

Basándose en requisitos existentes, la ciudad en su conjunto no reúne los requisitos para establecer una área abarcadora para el proyecto. Reducciones recientes en delitos y desempleo—que a la vez es una señal de avance—han descartado la elegibilidad inicial. Sin embargo, el personal sigue analizando áreas para ver si ciertas de ellas puedan cumplir los requisitos.

Conforme la ciudad sigue con la exploración y entendimiento de la nueva ley, el potencial de complementar esfuerzos actuales en el desarrollo económico sería una oportunidad favorable—no solo al reintroducir el financiamiento con incremento tributario pero también al dedicarle ingresos para viviendas accesibles y ayuda a los negocios.

CONCLUSIÓN

En su conjunto, Cudahy tiene una abundancia de oportunidades en el desarrollo económico. Acorde al Plan 2040 de Cudahy para establecer una visión y esquema para el crecimiento en el futuro, una nueva Comisión para el Desarrollo Económico podría ayudar a guiar la implementación y coordinación de los recursos. Para conocer más, comuníquese con el municipio al (323) 773-5143.



A VISION EVOLVES

BY STEVE VELASQUEZ

CUDAHY'S GENERAL PLAN UPDATE IS WELL UNDERWAY. THE EFFORT INVITED RESIDENTS TO COME TOGETHER IN REIMAGINING A VISION FOR THE COMMUNITY'S GROWTH. PUBLIC ENGAGEMENT AND INPUT WERE MAJOR DRIVERS, SUPPLEMENTING RESEARCH AND DATA ANALYSIS, IN HELPING TO INFORM THE "CUDAHY 2040" PLAN. THROUGHOUT THE PROCESS, RESIDENTS HAVE BEEN ASKED TO GRAPPLE WITH IMPORTANT QUESTIONS TO ENSURE THE PLAN MEETS COMMUNITY ASPIRATIONS, WHILE ADDRESSING FUTURE NEEDS.

PROGRESS REPORT

Since starting the General Plan outreach effort earlier this year, consultant MIG has engaged in research and outreach to analyze existing conditions and gather public input. On May 16, the team joined City staff to present a progress report before a joint convening of the Planning Commission and City Council. A draft Cudahy 2040 Plan concept was presented, encompassing the critical issues of land use and circulation.

The entire General Plan update process was anticipated to last about 18 months, an ambitious goal that remains nearly on schedule. Lisa Brownfield, MIG's Director of Planning Services and lead consultant on the project, reports progress has been steady and smooth—largely attributable to a high level of public engagement. "There are a lot of long-term residents in Cudahy who feel truly invested in the community," observes Brownfield. That, complemented by a dedicated City staff, prompts the consultant to add, "These human assets are essential to the strength and longevity of a community."

REACHING OUT

The planning effort began with stakeholder meetings to gauge current conditions and future aspirations. These one-on-one interviews or small group sessions with local leaders gave planners an insight to how local political leaders, businesspeople and nonprofit organization directors envision their community evolving over the next 25 years.

In order to get optimal response from approaching the public, MIG addressed several challenges. First, it was recognized that some community members would have difficulties attending public workshops, so True North Research was hired to conduct a statistically reliable telephone survey, which included the input of 200 Cudahy residents in December and January to address a wide range of issues affecting the General Plan. (See sidebar.)

In March, the City also hosted five "intercept workshops" at well-connected churches and schools. Overall, public meetings and workshops drew approximately 150 participants, a figure MIG considers quite robust for a community of Cudahy's size. These workshops were designed to educate the community about the General Plan update process and gather meaningful feedback that could ultimately be incorporated into the Plan.

While some outreach barriers were related to logistics, another perceived challenge was related to demographics. Cudahy's large Hispanic population—97.4 percent—meant that outreach needed to be conducted in two languages. Fortunately, MIG has extensive experience in dealing with language diversity in other communities, having dealt with some municipal clients requiring three or more languages to be incorporated into their public engagement strategies.



Community engagement boards

Something that was seen as a potentially more serious obstacle to comprehensive participation however was the City's high ratio of renters to owners. MIG's draft report indicates 82.7 percent of local households are renters—significantly higher than all of Cudahy's neighboring cities, including Bell and Huntington Park. It is typically more difficult to engage renters in long-range planning processes, as they often foresee themselves in transit possibly to another community. Meanwhile, homeowners, because they have a more tangible financial investment in the community, are usually easier to attract to the planning process.

Nonetheless, Cudahy's renters have demonstrated an enthusiastic response in participating in Cudahy 2040 Plan. "Many of these Cudahy residents see themselves fully invested in the community, not so much financially but socially," said Brownfield, further noting that because of high housing costs throughout Southern California, those renters tend to be long-term residents.

Michael Allen, the City's Community Development Manager, reports this extensive outreach effort yielded the greatest rate of participation the City has seen in many years. "These are people genuinely interested in what this Plan is all about and what it means to their future," he says, suggesting the effort has generated a remarkable pride of ownership or buy-in among Cudahy residents. "We gave the people who don't regularly come to City Hall an opportunity to participate by going out to them," says Allen of this unprecedented effort.

WORKING HAND IN HAND

During meetings, residents engaged with interactive boards related to three major areas: residential density, commercial development types, and the future of Cudahy's industrial areas. A summary of the public input received follows.



General Plan Advisory Committee Meeting

DENSITY DISCUSSIONS

For residential density, 94 percent indicated their approval of low-density development, while 71 percent approved of medium-density. Only four percent said they like what they perceived as high-density residential development. Regarding locational preferences, there was little consensus indicated for future projects, but at three of the four meetings, medium-density projects were suggested in the southwest quadrant of the City, near the intersections of Atlantic Avenue at Cecelia and Santa Ana streets.

Although medium-density housing development was generally considered acceptable by meeting participants, some attendees were concerned that new housing projects would exacerbate already troublesome parking and public safety problems. Brownfield explains that residents are generally tolerant of new multifamily housing, as long as projects can accommodate all required parking onsite.

The adverse reaction to high-density housing, a term open to interpretation, is in part a reaction to current conditions. MIG reports that with more than 20,000 people per square mile, Cudahy is already one of the most densely populated cities in the nation and ranks as the 16th highest-density area out of 265 surveyed neighborhoods in Los Angeles County.

COMMERCIAL/ INDUSTRIAL

For commercial development, 88 percent of participants expressed approval for community destination centers, and 86 percent indicated approval for strip-mall development. Mixed-use development yielded a thumbs-up from 61 percent of participants and locational preferences for that type of development naturally gravitated to Atlantic Avenue, with the corner of Atlantic and Patata Street most frequently cited.

Regarding industrial development, the transformation of existing industrial sites to another type of use was a concept met with a startling 93 percent approval rate, representing a genuine consensus for switching out industrial uses to more community-oriented types of development. This is a sentiment that, if implemented, could dramatically change the character of Cudahy over the next generation.

Brownfield, however, notes that although industrial land use was deemed unpopular in the telephone survey, residents' responses were considerably more nuanced at the public workshops. "Some people who said they wanted it removed and replaced with other uses focused on the design and aesthetics of industrial buildings, and they appreciate the

jobs those facilities create," says the planner. She adds that the desire among residents for better design guidelines is not limited to industrial districts, as they favor similar measures for commercial and residential buildings as well.

Elaborating on that community sentiment, Allen states, "It's not that industrial uses are completely undesired, but residents prefer a more modern, tech-driven industrial base that represents a maximization of those properties." Allen suggests the major catalyst for change in the Cudahy 2040 Plan will likely be the repurposing of Atlantic Avenue into a more community-oriented corridor that could include a new City Hall and public library, as well as health and social service facilities, all packaged into an inviting mixed-used environment that combines civic engagement with entertainment around pedestrian-oriented plazas.

Allen notes that the City owns a significant amount of property (originally acquired by the City's now-defunct redevelopment agency) along Atlantic Avenue, which will result in greater municipal control as the Plan is realized. "Some of the implementation will naturally be driven by the market, but we can provide opportunities for developers in areas where they previously did not exist," he says.

The City is also attempting to qualify for participation in the Community Revitalization and Investment Authorities statute, which would provide redevelopment funding for affordable housing. That could play a role in mixed-used projects and, according to Allen, test the community's tolerance for higher-density projects.

RECREATION

Additional comments noted at the intercept meetings included an interest in increasing the level of code enforcement, heightening police vigilance and creating new recreational opportunities such as a public pool. Recreational amenities and greenspace are difficult to create in a tightly developed, built-out community like Cudahy, but Brownfield cites locating playgrounds or community gardens on the roofs of parking garages as innovative solutions, as well as creating "tot lots" or "parklets" at the ends of cul-de-sacs.

Such micro-greenspaces, in addition to increased park or street lighting and more aggressive code enforcement, are cited by Brownfield as potential incremental "quick start" programs that can give residents confidence in the implementation of the Cudahy 2040 Plan. These efforts are also a valuable means of introducing General Plan goals into municipal budgeting decisions, reinforcing the day-to-day integration of the planning process.

More lofty goals, such as accommodating light rail commuter trains along the southwestern border of the City, or capitalizing on the visionary regional plans to revitalize the Los Angeles River, will also appear in the final General Plan. However, both of those concepts, which require cooperation with multiple

GENERAL PLAN

The ongoing General Plan effort—Cudahy's first since 1992—is a planning exercise to establish a general vision for future growth. Because it has the potential to effect profound impact on the future development of the community—transform neighborhoods, revitalize commercial centers, and change the way residents enjoy their recreational time—the process placed a great emphasis on community engagement, on top of analysis of existing conditions.

OUR PROCESS



VISION & GUIDING PRINCIPLES

The vision and its accompanying guiding principles direct planners and citizens through the remainder of the planning process, a community-driven effort Cudahy residents can take considerable pride in.

VISION

"Cudahy is an engaged, passionate community that embraces its cultural diversity and strives for economic and fiscal sustainability, while improving residents' quality of life. Cudahy intends to preserve what is best, enhance its neighborhoods, and create placemaking, centers serving current and future residents."

GUIDING PRINCIPLES

- 1) Preserve Cudahy's small town feel;
- 2) Foster Cudahy's family-oriented values and lifecycle;
- 3) Strengthen community cohesion;
- 4) Recognize and celebrate Cudahy's rich culture;
- 5) Develop a distinctive character for Cudahy;
- 6) Spark and strengthen economic prosperity; and
- 7) Improve multimodal mobility and safety.

COMMUNITY INPUT HIGHLIGHTS

Workshops and surveys have elicited a great deal of public input. For example, about half of residents think there are not enough retail stores and sit-down restaurants in Cudahy. Check out other highlights. For the full report, visit www.cityofcudahy.com.

81%

of respondents feel there is a lack of opportunities for entertainment, music and arts

65%

think the City's shopping areas are outdated

91%

thought revitalizing commercial areas would attract better tenants

88%

believe the City should take the lead in revitalizing commercial areas

48%

cite graffiti and improperly maintained landscapes and buildings as the most serious aesthetic issues

59%

believe that improving sidewalks and lighting would help make the community safer and easier to navigate

56%

support economic development programs

94%

indicated approval of low-density development

88%

of participants expressed approval for community destination centers

93%

supports transforming existing industrial sites to another type of use

19%

of survey respondents named improving personal safety and security as a priority for making Cudahy a better place to live—the top answer, followed closely by increasing cleanup efforts

government agencies, are likely to be viewed as feasible only once some more attainable, incremental goals are achieved.

Reporting that bowling alleys, skating rinks and movie theaters were items ranking high on residents' wish lists, Brownfield suggests Cudahy residents are extremely family-oriented. "They want those kinds of amenities they enjoy as a family, and the opportunity to relax on an inviting plaza with some ice cream," she says. The goal of creating new community gathering places will definitely find its way into the General Plan, insists Brownfield, as well as much-needed open space.

IMPLEMENTATION

An essential component of MIG's contract with the City of Cudahy is the creation of a new Development Code, resulting in updated zoning regulations that will make the goals of the General Plan easier to implement. The firm's representatives insist that by including the Development Code into their scope of work—it was optional, not required by law—residents will be able to see the results of the General Plan immediately, without waiting 25 years.

The Development Code, which accounts for more than 20 percent of MIG's total fee, can be directly applied to specific projects as the General Plan is implemented in the coming years. Brownfield explains, "If the General Plan indicates the creation of new gathering places, based on the community's vision, then the Development Code will require certain percentages of open space for projects."

The initial strategy meeting for the new Development Code will occur this coming fall, and will be followed by stakeholder interviews, a developer roundtable and public review of the draft Code. Two Planning Commission study sessions will occur in mid-2017, with adoption anticipated later that year. That document will provide the City with the enforcement tools required to make the goals of the General Plan a reality.

The inspiration for the future evolution of Cudahy, however, will be embodied in the Cudahy 2040 Plan. "The General Plan is the blueprint for growth and change over the next 25 years," says Brownfield, who maintains it is up to future Planning Commissions and City Councils to ensure that every action taken is, in fact, supported by the General Plan.

Allen suggests that while the built environment is the primary focus of the General Plan, it can also drive the City's strategic planning and day-to-day decisions on the implementation of social programs, including health, education and housing policies. And while community branding is not an explicit

element of the Plan, both the planning process and the document have the ability to profoundly influence the way Cudahy residents value their city and how the outside world views it.

STILL TIME TO BE HEARD

Because it happens only once in a generation, the development of a General Plan is an opportunity for community participation that no resident should take for granted. This is the time when community leaders of all kinds, from elected leaders to unsung heroes of Cudahy's neighborhoods, come together to chart a long-term course for their community. For more information on how to be involved, visit www.cityofcudahy.com, or call the Planning Department at (323) 773-5143 ext. 255.

UNA VISIÓN EVOLUCIONA

El Plan General de Cudahy está en marcha. El esfuerzo invitó a residentes para que se reúnan para volver a imaginar una visión para el crecimiento de la comunidad. Durante los últimos meses, el equipo del proyecto llevó a cabo talleres y condujo encuestas para involucrar a residentes y solicitar comentarios para contribuir en el Plan de "Cudahy en el 2040". A través del proceso, grupos de interés han lidiado con preguntas importantes para asegurar que el plan satisfaga las aspiraciones de la comunidad y asimismo aborde las necesidades del futuro. Lo siguiente resume varios asuntos claves en el proceso de alcance.

DENSIDAD RESIDENCIAL

Los resultados sobre la densidad residencial indicó apoyo para la urbanización de densidad baja y mediana. Mientras Cudahy es una de las ciudades más densamente pobladas en la nación—está a como 20,000 personas por milla cuadrada, fue la 16ª más densa en la clasificación de 265 vecindarios en el país—los residentes se resistían a lo que percibían como "urbanización de alta densidad". Las inquietudes sobre la densidad principalmente se relacionaban a los temores de que nuevos proyectos de viviendas podrían empeorar las dificultades existentes de estacionamiento y los problemas de la seguridad pública. Sin embargo, como explica el consultor MIG, esos asuntos se pueden abordar a través de políticas que requieran que los proyectos provean adaptaciones para estacionamiento en el lugar.

COMERCIAL/INDUSTRIAL

Para el desarrollo comercial, casi 90 por ciento expresó aprobación para destinos de centros comunitarios y construcción de pequeños centros comerciales, con aproximadamente 61 por ciento de aprobación para urbanizaciones de uso múltiples. Con respecto al desarrollo industrial, más de 90 por ciento de encuestados

apoyan el convertir las industriales a tipos de construcciones que sean más orientadas a la comunidad. Sin embargo, debido a que Cudahy en gran parte es industrial, tal cambio podría dramáticamente modificar la personalidad de la ciudad durante la próxima generación. Además, como señala MIG, aunque parece poco popular, las instalaciones industriales son importante en la creación de trabajos. Otras posibilidades incluyen el examinar una base de industria más moderna y dirigida por la tecnología y que represente una maximización de esas propiedades.

En general, la Atlantic Avenue se considera como una oportunidad para un nuevo desarrollo. También se expresó interés en rediseñar la Atlantic Avenue a un centro cívico para que se oriente más a la comunidad y que podría incluir un nuevo ayuntamiento, biblioteca pública, tanto como instalaciones de servicio de salubridad y social, que todo se abarque dentro de un ambiente acogedor de uso múltiple que combine la participación cívica con entretenimiento alrededor de plazas orientadas a los peatones. Como señala Allen, la ciudad en realidad es dueña de una gran cantidad de propiedad en la Atlantic Avenue. Mientras mucha de la construcción se impulsará naturalmente por el mercado, el ser propietario de terreno, le da a la ciudad algo de voz sobre el futuro de ese pasillo.

RECREACIÓN

Otro asunto importante de interés comunitario fue la creación de nuevas oportunidades recreativas, tales como una alberca pública. En una comunidad con un desarrollo apretado y aglomerado como Cudahy, es difícil encontrar terreno para un nuevo espacio público. No obstante, los parque infantiles o jardines comunitarios en calles sin salidas o estacionamientos en techos pueden ser soluciones innovadoras. Asimismo se mencionó colaboraciones potenciales con otras agencias para proyectos más grandes, como el de la Revitalización del Río de Los Ángeles. En general, los residentes expresaron gran interés en aumentar oportunidades y espacios recreativos.

PRÓXIMOS PASOS

Conforme el equipo de proyecto sigue trabajando en el borrador del plan, la ciudad también está mirando hacia el futuro para ver como se facilitaría la implementación. Las posibilidades incluyen la actualización del Código Municipal de Desarrollo para facilitar nuevas inversiones; igual a integrar nuevas metas del Plan General a un Plan Estratégico de la ciudad, que incluiría políticas y programas. La ciudad también está intentando reunir los requisitos para participar en el decreto de Renovación de la Comunidad y Autoridades de Inversión, la cual proporcionaría financiamiento de urbanización para viviendas asequibles.

On The BEAT

Note: The following article was completed earlier this year. Captain Steve Biagini has since retired from the Los Angeles Sheriff's Department.

The City reenergizes its partnership with the Sheriff's Department to enhance public safety services and build neighborhood trust.

BY WENDY CHUNG AND STEVE VELASQUEZ

Public safety has always been a hot topic in Cudahy. Over the years, gang activity created a hostile environment in the community. Meanwhile frequent changes of law enforcement contracts kept residents from being able to build sustained relationships with local deputies and vice versa.

As part of a larger push for community progress, the City Council has refocused attention on increasing public safety. Between 2012 and the current year, the City upped its investment in law enforcement, increasing the contract with the Los Angeles County Sheriff's Department from \$3.3 million to \$4 million in the proposed budget for the coming year. Staff has also been working with LASD leadership on strategic planning, toward further enhancing performance and level of service. So far, efforts have resulted in higher staffing levels, as well as new programs like Neighborhood Watch and Community Academy. Moving forward, the City looks forward to further developing local trust and engagement.



CONTRACT FOR CUDAHY

Like many other small local governments across Los Angeles County, the City contracts with a larger agency to provide public safety services. This model allows smaller cities to distribute costs and share resources.

In the past, the City often contracted with agencies that provided low rates in order to save on costs. Between 2004 and 2010, it paid \$2.8 million per year for services from Maywood Police Department (MPD). But in 2009, an investigation from the State Attorney General's Office found severe performance gaps and misconduct in MPD, ranging from discrimination to excessive use of force.

After the MPD was ultimately dissolved due to financial issues, the City Council contracted with LASD in 2010, and renewed in 2014 for a five-year extension. While the current contract is more costly than the past, it also includes a higher level of service to cultivate a safe and stable community in Cudahy, to serve as a foundation for increasing quality of life.

Over the past year, staff had worked closely with the now-retired Captain Steve Biagini from East Los Angeles Station to identify and meet local needs. One of the highlights of the current contract is added patrol presence. Prior to Biagini's arrival, staffing had been cut to what is described as "five percent below minimum deployment." Typically, calculations of call loads and population size help determine how much staffing a community requires. Especially for a city as dense as Cudahy, the former levels of patrol had put both officers and residents at risk by spreading resources too thin and compromising response times.

While declining to reveal specific staffing information for security purposes, Biagini reported prior to his departure, "I'm confident that we now have a level of deputy deployment that provides sufficient services for residents."

Indeed, response time records in Cudahy fall well within established LASD thresholds. Routine calls which have a 40-minute threshold, are generally responded to within 35 minutes; priority calls subject to a 20-minute threshold are answered in six to seven minutes; and emergency calls, which have a five-minute threshold, are responded to within three to four minutes. Over the past several years, violent crime has been on a downward trend. While some community members have expressed feeling safer than previous years, there is still much work to do. For one, a recent General Plan survey showed that residents named personal safety and security as the top priority for improving livability.



Working on the General Plan

VALUE ADDED

A 2013 report by the Public Policy Institute of California found that on average, hiring one additional police officer reduces crime by 1.3 violent crimes and 4.2 property crimes per year, or about \$300,000 in value. Moreover a 2011 study published in *Police Quarterly* found that smaller cities like Cudahy can realize further cost savings by contracting services, rather than running its own police department.

CA LAW ENFORCEMENT OFFICERS EMPLOYED IN ...	
Police departments	50%
Sheriffs	40%
OF CALIFORNIA CITIES COMPARABLE IN SIZE TO CUDAHY...	
34.1%	contract for police services
\$93.48	avg per capita saving by contracting
AVG PER CAPITA PUBLIC SAFETY COST	
Cities with police departments	\$135.77
Cities with law enforcement contracts	\$229.25
Cudahy	\$157.81

*CALCULATION BASED ON FY 2015-16 CONTRACT AND ACS 2014 POPULATION ESTIMATES.

QUALITY SERVICES

For every dollar that the County collects in property tax, the City receives less than 7 cents back to its General Fund—meaning a typical home with an assessed valuation of \$350,000 contributes about \$250 in local revenues, which is just enough to cover the City's average per incident law enforcement cost of \$230. Given the City's very limited resources, partnering with LASD still provides for a high level of public safety service.

Overall, contracting allows the City to realize economies of scale, by spreading cost of personnel and special resources like police helicopters, SWAT teams and sophisticated crime labs. And though some might expect sharing to diminish level of service, research shows that in L.A. County, cities that contract have a better record for solving crimes, at 59.2 for contract cities versus 40.7 percent for department cities.

CRIME WATCH

Crime has been on an overall downward trend in Cudahy. Take a look at this five-year trend of violent crime in Cudahy.

CATEGORY	YTD 2011	YTD 2016	Change
Crimes per 10,000 population	25.2	16.55	-34.3%
Criminal homicide	0	0	-
Forcible rape	0	0	-
Robbery	2.1	1.24	-41.0%
Aggravated assault	5.88	1.24	-78.9%
Burglary	0	2.48	Not calculable
Motor vehicle theft	9.66	9.52	-1.5%
Larceny-theft	7.56	2.07	-72.6%
Arson	0	0	-

SOURCE: LOS ANGELES SHERIFF'S DEPARTMENT DATA RETRIEVED FEBRUARY 2016



Neighborhood Watch Meeting



2015 Cudahy Book Fair

PHOTOS COURTESY OF CAPTAIN STEVE BEAGIN

In addition to service enhancements, the LASD contract also brings access to invaluable technology and expertise. Even though the agency covers a large area—more than 40 different cities, plus unincorporated areas in the County—it has immense capacity with 18,000 employees and an annual budget of \$2.7 billion. That provides resources that no small municipality could individually fund, such as police helicopters, SWAT teams and sophisticated crime labs.

In 2011, *Police Quarterly* published a study comparing public safety performance between California cities that contracted out versus operated their own law enforcement. A survey found that cities that contracted with the County performed better across the board in solved crimes, while costing about half the amount per capita as police departments for comparably sized cities. Contract cities are therefore able to enjoy a very individualized level of service, without incurring overwhelming operating expenses and pension liability.

INTRODUCING COMMUNITY POLICING

In the past several decades, “community-based policing” has gained widespread acceptance, and law enforcement agencies including the Sheriff’s Department are embracing the idea of the nostalgic “cop on the beat.” While traditional policing is reactive and arrests perpetrators when crimes take place, community-oriented policing focuses on preempting criminal activity by building a rapport with local residents and cultivating environments where crime is less likely to take place. Strategies include actions as simple as improving lighting in a dark alleyway, to increasing youth engagement.

Last year, the City received a \$100,000 grant from the Community Oriented Policing Services (COPS)—an official initiative of the U.S. Department of Justice—to promote innovative crime prevention, partnerships with local governments, community outreach and civic engagement.

“We tell them, ‘This is your park, this is your city and you need to call us if you see anything wrong.’”

—SERGEANT CYNTHIA BEARSE

A particularly successful program has been Neighborhood Watch. Sergeant Cynthia Bearse and Deputy Marino Gonzalez are responsible for the program in Cudahy, which are held on the fourth Wednesday of every month. “Sometimes we’ll pick a location where there has been a major incident and knock on doors to find a volunteer to host a meeting,” reports Bearse, explaining that the officers then print up flyers and go door-to-door to promote the gathering, which ultimately strengthens relationships among neighbors.

An important part of building bonds has also been communication. Both Bearse and Gonzalez are bilingual, and can conduct meetings in both English and Spanish, depending on the audience. At these meetings, they emphasize the importance of reporting criminal activity in their neighborhoods and assure residents that no information about immigration status is ever requested. “We tell them, ‘This is your park, this is your city and you need to call us if you see anything wrong,’” says Bearse, who advises citizens they are welcome to call many times a day if necessary.

Beyond Neighborhood Watch, the deputies also attend a wide variety of community events and all City Council meetings. The LASD has also instituted an Explorer program for young people to volunteer with local officers and operates a 10-week Community Academy for residents to learn more about public safety operations in Cudahy. For more information on the next session, contact Deputy Gonzalez at (323) 264-4151.

BUILDING BRIDGES

“Our biggest challenge in Cudahy is getting more cooperation from residents,” says Biagini. While a history of police distrust poses a challenge, the new community programs have been instrumental in building positive ties. A conscious effort was also made to ensure that deputies assigned to Cudahy are Spanish-speaking, so as to address local language needs. “We want to build a relationship so they feel comfortable with us and we feel comfortable with them,” says Bearse.

“We want residents to call when they see a crime and want them to participate in community activities,” says Biagini. “We’ve made good strides in that area and it’s paying dividends. Our job is not just patrolling the City but acting on information we receive from residents to make the community safer.”

GET INVOLVED

Neighborhood Watch

The Neighborhood Watch Program promotes active resident participation and cooperation with local police to reduce local crime. Gather your neighbors to learn about trends and prevention tips, and meet the Community Deputy Sheriff. If you’re interested in hosting a meeting in your neighborhood, call Deputy Marino Gonzalez at East Los Angeles Sheriff Station, (323) 264-4151.

Community Academy

This 10-week program helps residents understand the various operations of the Sheriff’s Department. Class topics include a deputy survival class, trip to the Sheriff’s communication center, jail tour and a ride-along. For questions about upcoming program dates, contact Deputy Maybet Bugarin at (323) 981-5024 or msbugari@lasd.org.

Deputy Explorer Program

Young adults between 14 to 20 years old with an interest in the law enforcement profession can join the Explorer Program to learn what it takes to enter the field. The program includes training to assist participants in making an informed career decision, while also helping to develop responsibility, compassion, independence and self-confidence. For more information, contact East L.A. Sheriff Station, (323) 264-4151.

Vital Intervention Directional Alternative (VIDA)

This 16-week academy-style program provides mentoring and opportunities for at-risk youth, ages 11 to 17, with the goal of steering them toward a crime-free positive life path. The program works with parents and provides participants with individualized attention in recognizing unique needs and circumstances toward building them into responsible, productive, happy and confident adults. Sessions start in August and February and costs \$75—which may be waived. For more information, contact East L.A. Sheriff Station, (323) 264-4151.

Volunteers on Patrol

East Los Angeles Sheriff’s Station is looking for residents to take part in the Cudahy Volunteers on Patrol (VOP) program to support law enforcement through performing a variety of non-hazardous patrol duties—e.g., traffic control, searching for missing children, conducting residential vacation checks, etc. For more information, turn to page 9 or contact Sergeant Cynthia Bearse at (323) 264-4151.

Since the two officers are bilingual, the meeting is usually conducted in both English and Spanish, but if everybody in the room wants to speak Spanish, they will conduct the meeting entirely in Spanish.

VIGILANCIA

Trabajando Juntos Para Una Comunidad Más Segura

La seguridad pública siempre ha sido un tema candente en Cudahy. A lo largo de los años, la actividad pandillera creó un ambiente hostil en la comunidad. Mientras tanto cambios frecuentes en los contratos de agencias del orden público impidieron que los residentes pudieran establecer relaciones duraderas con los agentes de policía local y viceversa.

Como parte de un esfuerzo más grande en el avance comunitario, líderes municipales volvieron a centrar la atención en aumentar la seguridad pública. Igual que muchos otros pequeños gobiernos locales en el condado de Los Ángeles, la ciudad tiene un contrato con una agencia más grande para proveer servicios de seguridad pública. Este modelo permite que las agencias distribuyan los costos y compartan recursos.

En el pasado, la ciudad a menudo tuvo contratos con agencias que proporcionaban tarifas bajas para ahorrar dinero. Entre el 2004 y el 2010, pagó \$2,8 millones cada año por servicios del Departamento de Policía de Maywood (MPD, por sus siglas en inglés). Pero en el 2009, una investigación por la Procuraduría General del Estado, encontró graves carencias de desempeño y falta de ética laboral en el MPD que abarcan desde discriminación a uso excesivo de la fuerza.

Después de que el MPD finalmente se disolvió debido a cuestiones financieras, el Concejo Municipal llevó a cabo un contrato con el LASD, el cual se renovó en el 2014 a una prórroga de cinco años. A \$3,8 millones, el nuevo contrato es más costoso que en el pasado, pero también incluye un servicio de nivel superior que cultivará una comunidad segura y estable en Cudahy y proporcionará un fundamento para mejorar la calidad de vida local.



Durante el último año, el personal ha trabajado estrechamente con el Capitán Steve Biagini de la Delegación del Este de Los Ángeles para restablecer los niveles del personal—los cuales antes de renovar el contrato se habían recortado a un nivel inferior prescrito por las normas para mantener a los residentes y agentes de policía seguros.

Mientras que la vigilancia policial tradicional es de índole reactiva y arresta a perpetradores cuando se comete un delito, COPS se enfoca en prevenir actividades delictivas a través de entablar buenas relaciones con los residentes locales y cultivar un clima en el que es menos probable que se cometan delitos. Las estrategias incluyen acciones tan simples como el proveer comunicación bilingüe y aumentar participación de los jóvenes tanto como mejorar la iluminación en algún callejón oscuro.

El año pasado, la ciudad recibió una subvención de \$10.000 de los Servicios Policiales Orientados a la Comunidad (COPS, por sus siglas en inglés)—una iniciativa oficial del Departamento de Justicia de EE. UU.—para promover estrategias innovadoras en la prevención de delitos, colaboración con gobiernos locales, alcance comunitario y participación cívica.

Un exitoso programa en particular es el de la Vigilancia del Vecindario. La Sargenta Cynthia Bearse y el agente auxiliar Marino González son responsables del programa en Cudahy y trabajan con la ciudad para llevar a cabo por lo menos una reunión al mes. “Algunas veces escogemos un lugar donde ocurrió un incidente grave y tocamos puertas para encontrar a un voluntario para ser la sede de una reunión”, reporta Bearse, y explicó que los agentes luego imprimen volantes y van de puerta a puerta para promover la reunión, la cual finalmente fortalece las relaciones entre los vecinos.

Además de las mejoras de servicios, el contrato del LASD también trae tecnología y experiencia inestimable. Aunque la agencia cubre una gran área—más de 40 ciudades distintas, y además áreas no incorporadas del condado—tiene una capacidad inmensa que cuenta con 18.000 empleados y un presupuesto anual de \$2,7 billones. Eso provee recursos que ninguna pequeña municipalidad podría financiar individualmente, tal como helicópteros de policía, equipos del SWAT y laboratorios forenses sofisticados.

“El reto más grande en Cudahy es tener más colaboración de los residentes”, dijo Biagini, quien anima a los residentes para que participen. Aparte de la Vigilancia de la vecindad, LASD también coordina un programa de Exploradores para que los jóvenes participen como voluntarios con la agencia, tanto como la Academia comunitaria de 10 semanas para que los residentes conozcan más de las operaciones de la policía en Cudahy. Para mayor información, comuníquese con el agente auxiliar González al (323) 264-4151.



ACROSS L.A. COUNTY, PROPOSITION A HAS BEEN A MAJOR RESOURCE TO HELP COMMUNITIES ENHANCE PARK FACILITIES AND ACCESS. THE BALLOT MEASURE ORIGINALLY PASSED IN 1992, CREATING THE FIRST-EVER DEDICATED FUNDING STREAM FOR PARK IMPROVEMENTS IN COMMUNITIES ACROSS THE REGION, INCLUDING CUDAHY.

Over the years, two benefit assessments have generated approximately \$80 million annually for the acquisition, development, rehabilitation, protection and restoration of beach, wildlife, park and natural lands with the County, tree-planting, gang prevention and intervention, and improvement of recreation facilities for youth and senior citizens. However, as the assessments expire—the 1992 assessment ended last year and the 1996 assessment will end in 2018—there is an urgent need to identify an alternative to continue providing safe, well-maintained parks throughout the County.

For more than a year, a countywide comprehensive park needs assessment study has been underway to identify priority projects and estimate funding requirements. As the County Board of Supervisors considers a ballot measure to create a source of funding, read on to learn about the state of park access in Cudahy, including recent improvements and plans for continuing to enhance local recreational spaces and opportunities.



L.A. COUNTY PARK NEEDS ASSESSMENT

IN MAY, THE COUNTY PARK NEEDS ASSESSMENT WAS COMPLETED AND ITS RESULTS PUBLISHED. READ THE FULL REPORT BY VISITING WWW.LACOUNTYPARKNEEDS.ORG.

STUDY OVERVIEW

177

STUDY AREAS

1.8k

PRIORITY PROJECTS IDENTIFIED

\$21

BILLION PRICE TAG

PARK ACCESS: RESIDENTS LIVING WITHIN ½ MILE OF PARK

Cudahy's small size—just 1 sq. mi.—means that most residents live relatively close to a park.

County average (existing)	49%
---------------------------	-----

Cudahy	87%
--------	-----

PARK SUPPLY PER 1K POP

While parks may be accessible, the large population ranked Cudahy among communities with VERY HIGH need—only 19.8 acres of parkland shared by more than 24,000 residents.

Cudahy	0.8 acres
--------	-----------

County average (existing)	3.3 acres
---------------------------	-----------

County sandard (target)	4 acres
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KEY RECOMMENDATIONS FOR CUDAHY

No new parks, but \$20 million in improvements

Restroom improvements

Addition of public pool and amphitheater

Repairs of senior center at Clara Park

RECENT CUDAHY Improvements

Have you been to the park lately? In the last year, the City has made significant improvements in park facilities and programming.



CLARA EXPANSION PARK
New park featuring junior soccer field, tot-lot, picnic areas and outdoor workout stations.



LUGO PARK
New soccer field and restroom improvements.



PROGRAMMING HIGHLIGHTS
A new partnership with Woodcraft Rangers has enhanced recreation and youth programming. The City is also exploring other potential partnerships for senior and community services.



CUDAHY PARK
Recent work on the baseball field included replacement of the chainlink backstop.



NEXT STEPS

AS HIGHLIGHTED BY THE COUNTY'S PARK NEEDS ASSESSMENT STUDY, IMPROVING PARKS REQUIRES PLANNING TO IDENTIFY PRIORITY PROJECTS, AS WELL AS EVALUATING FUNDING REQUIREMENTS FOR IMPLEMENTATION. CHECK OUT SOME KEY OPPORTUNITIES FOR INCREASING PARK ACCESS.

Possible County ballot measure. As Prop A ends, the County is considering a new replacement assessment to continue providing a designated funding stream for park projects. In 2014, a narrowly defeated ballot measure to assess a flat \$23 parcel tax would have generated \$54 million a year. A square-footage parcel tax is currently being considered.

Pursue grant resources. In addition to County funding, there are also competitive grant resources made available through various agencies and organizations.

Planning ahead. Planning for specific park improvements is important in creating shovel-ready projects that give the City an edge when applying for grant resources.

Improving cost recovery. Many parks programs are subsidized at a substantial rate—meaning residents pay less than what it costs to operate the program. Regularly reevaluating fees can help the City maintain financial health while providing quality programs at reasonable rates. To ensure access to programs even for families in financial hardship, the City is working with the Cudahy Youth Foundation to provide additional scholarships to eligible participants.

Creative uses of space. Given the scarcity and cost of land, adding new park acreage will be a challenge. However, there is opportunity to promote use of underutilized existing spaces—e.g. opening school facilities during afterhours, or even working with private property owners to activate publicly accessible spaces.

FUTURO DE NUESTROS PARQUES

Por todas partes del Condado de Los Ángeles, la medida A ha sido un gran recurso para ayudar mejorar las instalaciones de los parques y el acceso. La medida en votación fue aprobada originalmente en 1992 y creó la primera fuente de fondos dirigidos a las mejoras de los parques por toda la región, incluyendo a Cudahy.

A la larga, dos evaluaciones de los beneficios han generado aproximadamente \$80 millones anualmente para la adquisición, construcción, rehabilitación, protección y la restauración de playas, la vida silvestre, parques and terrenos naturales en conjunto con el Condado, sembrando árboles, la prevención de pandillas y la intervención, mejoras a las instalaciones para los jóvenes y las personas de la tercera edad. Sin embargo, mientras la evaluación se expira—la evaluación terminó el año pasado y la evaluación del 1996 terminará en el 2018—hay una necesidad urgente de identificar otras fuentes de fondos dirigidos para continuar proporcionando parques seguros y bien cuidados por todas partes del Condado.

Por más de un año, se ha llevado a cabo una evaluación por todas partes del condado para identificar proyectos de prioridad y calcular los fondos requeridos. Mientras la Mesa Directiva de Supervisores del Condado consideran una medida de votación para crear una fuente de fondos dirigidos, ver las condiciones de acceso a los parques en Cudahy y aprender acerca de nueva mejoras y como podemos continuar mejorando los parques y los espacios para actividades al aire libre y oportunidades (Ver más arriba).

SIGUIENTES PASOS

Como ya fue remarcado por la evaluación de los parques por parte del Condado, mejorar los parques requiere planes para identificar los proyectos de prioridad al igual como evaluar los fondos requeridos para la implementación. Aquí hay algunas oportunidades para incrementar el acceso a los paraqués.

Una posible medida a votación. Mientras se acaba la medida A, el Condado esta considerando un impuesto de parcelas para continuar proporcionando fondos a los proyectos de parques.

Buscar subvenciones. Además de fondos del Condado, otra fuente sería solicitar y competir por subvenciones.

Hacer planes con anticipación. Tener proyectos planeados le da a la ciudad una ventaja cuando se solicitan subvenciones.

Mejorar la recuperación de gastos. La mayoría de programas son con subsidios—quiere decir que los residentes pagan menos de lo que cuesta llevar los programas a cabo. Evaluando las tarifas con más frecuencia pudiera ayudar a la ciudad en mantener una salud financiera mientras proporcionado programas de calidad a precios justos. La ciudad esta trabajando con la Fundación Juvenil de Cudahy para proporcionar becas adicionales para los participantes quienes enfrentan dificultades económicas.

El uso creativo de sitios. Al apoyar el uso de sitios existentes los cuales se están utilizando poco—como ejemplo las instalaciones escolares fuera del horario escolar o incluso trabajando con propietarios, pudiera iniciar el uso de nuevos sitios públicos.



TUESDAY AUG. 2 | 5-8 P.M. | CLARA EXPANSION PARK

BRING THE FAMILY FOR A FUN EVENING OUT AND MEET YOUR PUBLIC SAFETY OFFICERS!

- ★ Featuring law enforcement, SWAT team and fire department
- ★ Food vendors
- ★ Jumpers for kids
- ★ Community booths, giveaways and more!



CUDAHY 
OPEN MINDS, OPEN DOORS

CITY OF CUDAHY | (323) 773-5143
5220 Santa Ana St., Cudahy, CA 90201

DREAMS FOR CUDAHY

A PAIR OF SISTERS' PASSION FOR DANCE CHANGES YOUNG LIVES IN CUDAHY.

BY STEVE VELASQUEZ

Sisters Danaly and Daileen Perez have been bringing the joy of dance to boys and girls in Cudahy for almost a decade, enriching lives and lifting the spirit of the community. The enrollees at the sisters' Spotlight Dance Studio—whose ages range from toddlers to college students—perform at Disneyland, Knott's Berry Farm and Staples Center, showcasing the passion for dance they acquired in Cudahy.



BY THE NUMBERS

DANCE IN
CUDAHY2 SISTERS
DANALY & DAILEEN45 YEARS
COMBINED
DANCE
EXPERIENCE1 DANCE
STUDIO IN
CUDAHY9 YEARS IN
OPERATION40 PLUS STUDENTS
AT SPOTLIGHT
DANCE STUDIO1 1/2–20
STUDENT AGE RANGECOMPETITIONS
PER YEAR

7

2

LANGUAGES OF
INSTRUCTION IN
BILINGUAL CLASSES12 CLASSES
TAUGHT BY
SISTERS

At 28 and 23, Danaly and Daileen have both been dancing since age three. The two girls' mother began teaching dance classes just down the freeway in Paramount in 2007, where Danaly and Daileen continue to offer classes one day a week at the local recreation center. The sisters, first-generation Mexican-Americans with a love for traditional ballet folklórico as well as more contemporary dance genres, opened Spotlight Dance Studio in Cudahy the following year, beginning with just three young students. There are now about 50 kids enrolled in Paramount and more than 40 participating in Cudahy.

Daileen recently graduated from Cal State Long Beach and hopes to apply her sociology and criminal justice studies to a career in law enforcement. Older sister Danaly is currently studying psychology at Cal State Fullerton and would like to work with Alzheimer's and dementia patients. "While doing an internship in that field, I saw how it affects families and want to help those people," she says.

"For me, dance is a stress releaser," says Danaly, who adds, "It makes me forget about everything going on in my daily life, and I like to pass on that joy to another generation." Spotlight Dance Studio offers classes in folklórico as well as salsa, lyrical dance, jazz, and acro, a specialty that blends dance with gymnastics.



The studio is located on Clara Street—just steps from Atlantic Avenue in the heart of Cudahy—sharing a converted house with a wholesale textile business. The Perez sisters are currently looking for a larger space, as enrollment continues to grow and the traditional ruffled skirts of folklórico require much more than just elbow room.

The elaborate folklórico costumes are designed by the sisters' mother and handcrafted by local seamstresses, then sold to the students' parents. Each one is a truly personal expression—no two are exactly alike—and these costumes even won an award at a dance competition held in Italy. "The trip was a great opportunity for the kids to see how another culture lives, and the food was amazing," laughs Danaly.

For kids whose families cannot afford the cost of costumes and competition travel, community fundraising and sponsorships from local businesses and service clubs have been crucial. There are also provisions for children whose parents have difficulty affording the \$48 per month tuition. "For them, we give classes for free, but in exchange the kids have to show us their report cards," explains Danaly, who notes they must maintain grades of A or B.

While the elaborate skirts make female dancers more noticeable, ballet folklórico requires boys, too, but they are often reluctant to enroll. As a promotion, Spotlight offers a free salsa class to any boy that signs up for the folklórico sessions, a strategy that has proven quite successful. These various scholarships make it more difficult for the twenty-something owners to make ends meet, but Spotlight Dance Studio is clearly not motivated by profit alone.

Daileen sums up the labor of love she shares with her sister, explaining, "I don't just teach these kids. They teach me, and just being around them makes me a better person." Performances are not only enriching for the kids and their audiences, but generate incredible pride for families, too. For some working class families, a day at Disneyland is a luxury difficult to justify, but when their kids perform there as Spotlight dancers, they



"I DON'T JUST TEACH THESE KIDS. THEY TEACH ME, AND JUST BEING AROUND THEM MAKES ME A BETTER PERSON."

can enjoy the entire day at the park. "We would never have gone to a place like this," said one parent.

"Recently, the Mayor of Cudahy has been reaching out to us, and we've been invited to perform at the City's Fourth of July event," reports Danaly, who adds, "We're always very excited about performing for the community." Cudahy has been good to the Perez sisters, who attended high school at St. Matthias Academy in Downey but have lived close to Cudahy most of their lives.

Danaly has seen some positive changes in Cudahy and observes, "I see more patrolling down the street, making parents feel safer and kids more comfortable walking to school." The young women also point to the relatively new Clara Park less than a block from the school and a new soccer field at Lugo Park, also a short walk from Spotlight Dance Studio. "There's definitely more communication, with the City reaching out to the community," says Danaly.

"And when the City reaches out, the community reaches back," she adds.

The tech-savvy young entrepreneurs employ Facebook and Instagram for marketing purposes, and maintain a very lively Twitter feed that reports on upcoming performances, sponsorships and awards. "We meet new clients through the exposure we get from social media, without spending a lot of money," explains Daileen.

Not only do dance lessons foster greater self-esteem in young boys and girls, according to the sisters, but students are introduced to critical and artistic thinking as well. Danaly reports that studies indicate dance instruction helps with cognitive skills in young children, and that the collaborative nature of dancing strengthens interpersonal skills while fostering teamwork and trust. And most dances, from folklórico to hip hop, are windows into the cultures from which they originated.

The Perez sisters would like to ultimately expand Spotlight Dance Studio into a more multifaceted art center that specializes in visual art, music and theater in addition to dance. "This is a dream I've had for a long time," says Danaly, who explains, "I would like to focus on many cultures, not just Latino traditions, and really expand people's knowledge." Daileen assures her sister that she'll always be there to help out, even if she's pursuing her own dream of being a homicide cop. "I'll be there on the days I'm not working... I'll always lend a hand to these kids," she says.

The school's annual recital, accompanied by live mariachi bands, is performed at major performing arts venues. Last year, it was held at the San Gabriel Mission Playhouse, and this year it will be showcased at the La Mirada Theatre for the Performing Arts on Oct. 15.

Spotlight Dance Studio conducts classes Monday through Saturday, and invites young Cudahy residents to dance into their dreams.

Spotlight Dance Studio
4628 Clara St.
(323) 773-0947
www.paramountdancecompany.com
[www.twitter.com/SDSandPDC](https://twitter.com/SDSandPDC)
www.instagram.com/paramount_spotlightdancestudio

**SUMMER
BREAK**
@LUGOC PARK

Join us at the summer day camp, featuring sports, STEM activities, arts & crafts, and much more!

JUNE 20–AUG. 5 | 7 A.M.–5 P.M. | AGES 5–17 | \$60/WK

CUDAHY 
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Register at www.woodcrafrangers.com
or call (213) 272-8453.



RECREATION GUIDE

CLASSES & ACTIVITIES / SPORTS / YOUTH PROGRAMS / SENIOR PROGRAMS



LET'S MOVE!
The Cudahy Community Services Department and partner Woodcraft Rangers bring programs, activities and classes to connect and engage community members of all ages. Check out what's coming to our parks this spring! For more information about recreation classes, logon to www.woodcrafrangers.org/cudahy, or call (213) 272-8453. For other community service programs, call City Hall at (323) 282-5625.

CLASSES & ACTIVITIES

RECREATION GUIDE

CLASSES & ACTIVITIES

Get active and try something fun with one of our instructor-led classes. To enroll in recreation classes, visit www.woodcraftangers.org/cudahy, or call (213) 272-8453.

BALLET

Multiple Locations, 6 weeks, \$40 resident/\$50 nonresident

Learn ballet fundamentals, including basic technique and terminology, while practicing creative body movement. Young dancers develop proper technique and alignment, as well as confidence and self-esteem.

DATES	LOCATION	DAYS	TIMES	LEVEL	AGES
7/19-8/30	CLARA	T	5-6 P.M.	PRE	3-6
7/19-8/30	CLARA	T	6-7 P.M.	BEG.	7-11
7/23-9/3	CUDAHY	SAT	11:30 A.M.-12:30 P.M.	PRE	3-6
7/23-9/3	CUDAHY	SAT	10-11 A.M.	BEG.	7-11

ZUMBA

Clara Park, 6 weeks, \$40 resident/\$50 nonresident

Dance to great music while getting physically active! Get your heart pumping and burn calories in this fun workout.

DATES	DAYS	TIMES	AGES
7/18-9/2	M-F	6-7 P.M.	12+
7/18-9/2	M-F	7:30-8:30 P.M.	12+



FIELD TRIPS

Did you know the City takes field trips to various theme parks and sporting events? Don't miss our next excursion! For more information, visit www.cityofcudahy.com. Spaces are limited, so reserve early.

SPORTS

Get your heart rate up in one of our youth sports programs. Registration and payment must be completed in person at City Hall, 5220 Santa Ana St. Enrollment typically closes one week prior to class start date.

BASKETBALL

Clara Park, 6 weeks, \$45 resident/\$55 nonresident

Learn basketball fundamentals through intentional skill-building activities that inspire leadership, promote healthy lifestyles and encourage teamwork. Young players learn the science behind their body's ability to be active and play the sport, as well as develop self-esteem and confidence. Teams compete in tournaments and games.

DATES	DAYS	TIMES	LEVEL	AGES
7/18-9/2	M/W/F	5:30-7 P.M.	BEG.	5-11
7/18-9/2	M/W/F	7-8:30 P.M.	INT.	12-14

BOXING

Lugo Park, 6 weeks, \$40 resident/\$50 nonresident

Let off some steam and train your way to better strength in our boxing program.

DATES	DAYS	TIMES	AGES
7/18-9/2	M-F	9:30-11:30 A.M.	15+
7/18-9/2	M-F	4:30-6:30 P.M.	8-17
7/18-9/2	M-F	6:30-8:30 P.M.	15+

OPEN GYM BASKETBALL

Clara Park, Mondays thru Fridays, 3-5 P.M., FREE

Gather your friends to shoot some hoops or swing by for a pickup game at Clara Park. Courts are supervised and open to players of all ages. Tournaments and skill-building drills may be facilitated.



RECREATION GUIDE

SPORTS/YOUTH PROGRAMS



YOUTH PROGRAMS

Keep kids active in our fun programs and classes! For more information on how to enroll, visit www.woodcraftangers.org, or call Yuri Ruvalcaba at (213) 272-8453.

GUITAR (ACOUSTIC)

Lugo Park, 6 weeks, \$50 resident/\$60 nonresident

Learn the fundamentals of guitar, such as posture, finger techniques, arrangements and reading music. Guitars are included for beginner level, but not for intermediate.

DATES	DAYS	TIMES	LEVEL	AGES
7/19-9/1	T/TH	6:30-7:30 P.M.	BEG.	7-18

MARTIAL ARTS

Lugo Park, 6 weeks, \$40 resident/\$50 nonresident

Get active and develop motor skills, while learning focus and discipline in this martial arts class.

DATES	DAYS	TIMES	AGES
7/19-9/2	M/W	5-6:30 P.M.	8-14

ROBOTICS

Lugo Park, 6 weeks, \$50 resident/\$60 nonresident

This hands-on robotics program inspires innovation by engaging students in computer programs that apply math, science, engineering and technology skills. Participations assemble, program and troubleshoot robots using Lego Mindstorm software, while developing problem-solving skills, leadership, communication and self-confidence.

DATES	DAYS	TIMES	AGES
7/19-9/1	W/TH	5-7 P.M.	7-12

SOCCER

Lugo Park, 6 weeks, \$45 resident/\$55 nonresident

Get acquainted with soccer fundamentals through intentional skill-building activities that inspire leadership, promote healthy lifestyles and encourage teamwork. Young players learn how to stay active and play the sport, as well as develop self-esteem and confidence. Teams compete in tournaments and games.

DATES	DAYS	TIMES	LEVEL	AGES
7/18-9/2	M/W/F	5:30-7 P.M.	BEG.	5-11
7/18-9/2	M/W/F	7-8:30 P.M.	INT.	12-14
7/18-9/2	M/W/F	5:30-7 P.M.	BEG.	5-11
7/18-9/2	M/W/F	7-8:30 P.M.	ADV.	12-14

VOLLEYBALL

Clara Park, 6 weeks, \$40 resident/\$50 nonresident

Learn volleyball fundamentals through intentional skill-building activities that inspire leadership, promote healthy lifestyles and encourage teamwork. Young players learn how to stay active and play the sport, as well as develop self-esteem and confidence. Teams compete in tournaments and games.

DATES	DAYS	TIMES	LEVEL	AGES
7/26-9/9	T/TH/F	5-6:30 P.M.	BEG.	10-14
7/26-9/9	T/TH/F	6:30-8 P.M.	INT.	14-17

SUMMER @ LUGO PARK

June 20-Aug. 5, Mondays thru Fridays, 7 a.m.-5 p.m., Lugo Park Teen Center, \$60/week

No plans this summer break? Students ages 5-17 stay active this summer with sports, arts and crafts, leadership activities and more! Programming varies.

SENIOR PROGRAMS

RECREATION GUIDE

SENIOR PROGRAMS

Hey seniors, grab your buddies and head to Clara Street Park's Turner Hall for fun activities five days a week!



SENIOR CENTER

Mondays thru Fridays, 11:30 a.m. - 1 p.m.

Join the party at the Senior Center! The Oldtimers Foundation provides fun activities for community members ages 60 and up, including live karaoke and dancing, educational classes, special events, health screenings, exercise programs and volunteer opportunities. Lunch is available for a suggested \$2.25 donation for anyone over 60 years old, and \$4.50 for anyone under. For more information, call (323) 773-5143, ext. 256.

JOIN US FOR FESTIVITIES!

The Senior Center regularly hosts events to celebrate holidays and special occasions. Monthly birthday celebrations take place on the last Friday of the month. Join us!

BECOME A DIAL-A-RIDE MEMBER!

Need a way to get around town?

Dial-A-Ride (DAR) is a low-cost shuttle service for Cudahy residents 60 years and older, or who have a qualifying disability. Members are allowed up to 26 trips per month, at a cost of 50 cents per trip. Book a reservation to anywhere within the city borders, or up to one mile beyond. Users must apply for membership at City Hall. Proof of eligibility is required through a current utility bill showing residency, and proof of age. Applicants with a disability should submit a physician's statement. For more information, call (323) 282-5625.

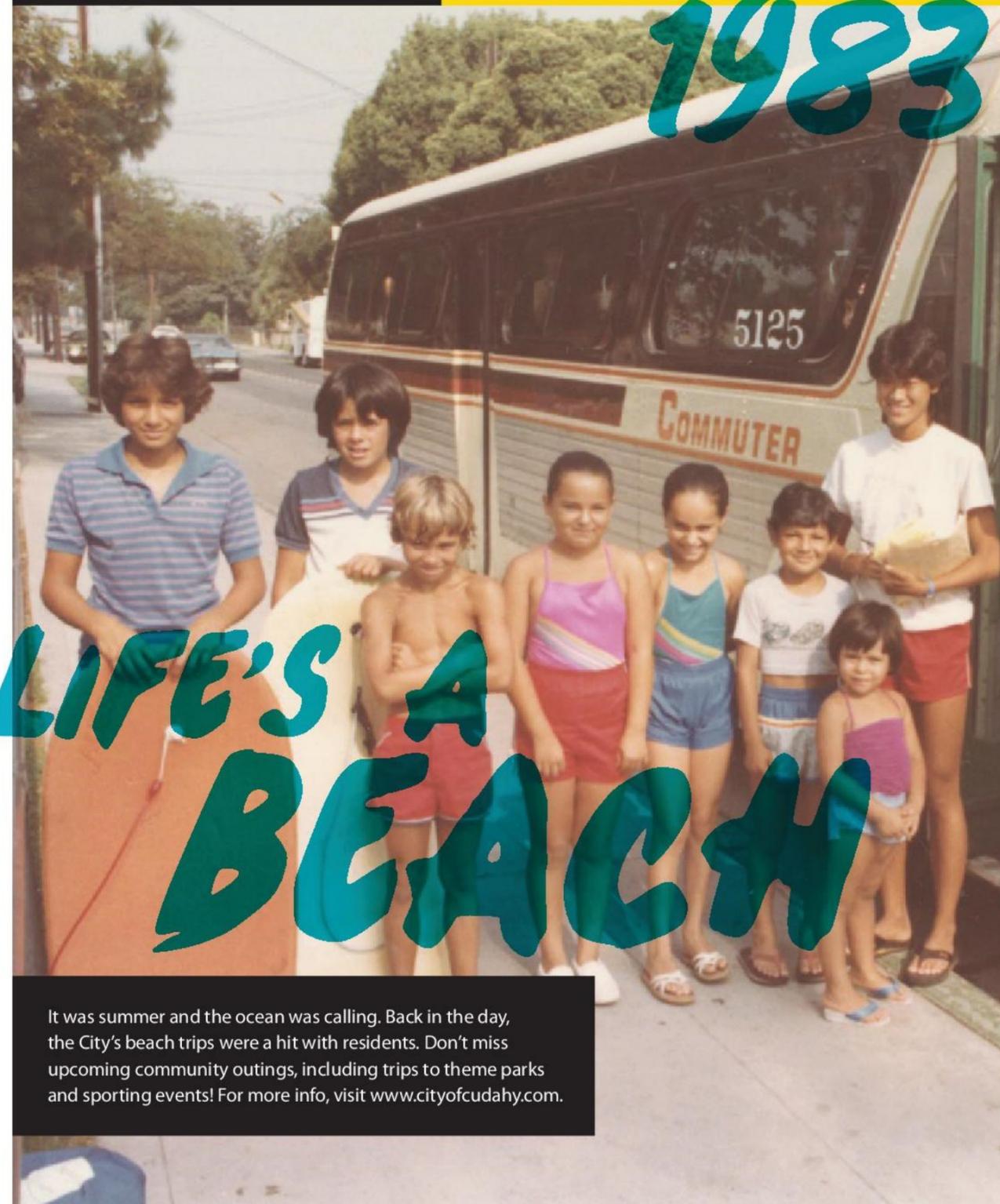


FLASHBACK

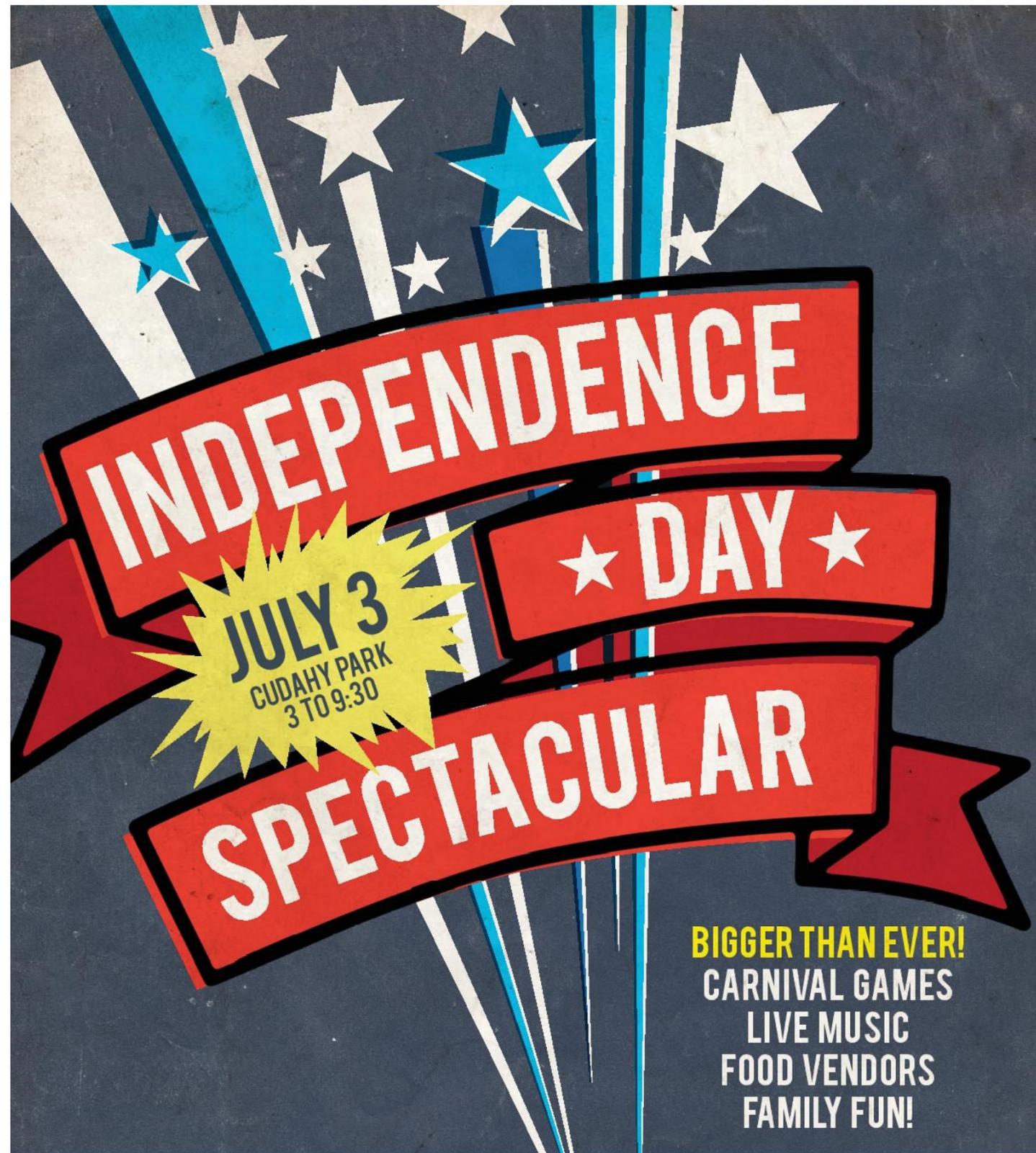
FROM THE ARCHIVES

1983

LIFE'S A BEACH



It was summer and the ocean was calling. Back in the day, the City's beach trips were a hit with residents. Don't miss upcoming community outings, including trips to theme parks and sporting events! For more info, visit www.cityofcudahy.com.



CUDAHY 
OPEN MINDS. OPEN DOORS

CITY OF CUDAHY | (323) 773-5143
5220 Santa Ana St., Cudahy, CA 90201