



MONICA RODRIGUEZ

LA CITY COUNCILWOMAN, 7TH DISTRICT

INVESTING IN OUR COMMUNITY



2023

ANNUAL
REPORT

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Dear Neighbor,

It is a great honor representing Council District 7, a community that I have called home my entire life. As the new year approaches, I have been reflecting on the many challenges and accomplishments of this year. I am proud of the progress we continue to make on tackling issues around improved public safety, opportunities for youth, increased service and infrastructure investments, and homelessness.

In 2023, we opened West Lakeside Street Park in Sylmar, restored crossing guards at schools to help students travel safely to and from school, hosted countless free community events including an Independence Day Drone Show at Hansen Dam, Día de Los Muertos in Pacoima and holiday tree lightings across the district. In addition to removing graffiti from 10,514 sites, and 1,221 tons of bulky items, we removed 1,000 pounds of illegal fireworks, and Operation Bright S.P.O.T power washed sidewalks and removed 123 tree stumps that had been left for decades. I'm especially proud of the pioneering work I've led on removing RV encampments and placing individuals into housing. Our continued progress is achieved with the support of community members reaching out to my offices, helping us identify what needs to be improved and I thank you for this partnership.

It takes all of us working together to ensure our community receives the services it deserves. If you have any questions, please contact me directly at councilwoman.rodriguez@lacity.org and I encourage you to sign up for my weekly newsletter at www.monicarodriguez.org to receive updates on legislation, community improvements, and events in our district.

I invite you to learn more about what's been accomplished in this annual report and to see it as the foundation for the additional work and services I will continue to fight for in the year ahead. I look forward to our continued work together to better our communities.

We are one LA!

Sincerely,

Monica Rodriguez
Los Angeles City Councilwoman, 7th District





INCREASING PUBLIC SAFETY

Public Safety isn't achieved with law enforcement efforts alone. It's why Councilwoman Rodriguez has worked to create a safer community by spearheading a number of initiatives, leading a multipronged approach, because a cleaner community is a safer community.

Emergency Management

- Continues to work with community members and first responders to ensure we are prepared for the next wildfire, natural disaster or emergency situation. This year she convened 7 City departments to perform an evacuation simulation at Hansen Dam.

Sylmar Fire Station

- Working to deliver a commitment made over 20 years ago, Councilwoman Rodriguez has made progress on developing a new fire station in Sylmar. The City is in the process of encumbering the land which represents an important first step forward in a long overdue and decades-old promise left unfulfilled to the community.

Fireworks Buy Back Program

- For the last three years Councilwoman Rodriguez piloted a Fireworks Buyback that has taken over 1,000 pounds of illegal fireworks off the streets. Fireworks continue to have a negative effect on our Veterans and pets, as well as increasing wildfire risk.



OPERATION BRIGHT S.P.O.T (OBS) & CITY SERVICES

- OBS is a targeted community beautification program that Councilwoman Rodriguez launched to provide additional maintenance services along commercial corridors such as sidewalk power washing, weed abatement, litter removal and tree stump removal. OBS compliments City services and supports Councilwoman Rodriguez's work to hold City departments accountable to provide the services that Angelenos deserve. In 2023, the following was completed:

Bags of Weeds and Litter Removed	19,371 Bags
Miles of Streets Resurfaced	30.31 Miles
Miles of Slurry Lanes Completed	33 Miles
Miles of Curbs Swept	1,668 Miles
Miles of Bike Lanes Swept	233 Miles
Locations and Sq. ft. of Potholes Repaired	7,031
Pothole Locations	381 Service Requests
Trees Distributed to the Community	Over 300
Trees Trimmed	61 Trimmed
Tree Stump Removal	123 Removed (OBS) + 42 Removed (City Depts.)

Key Legend:

- Listed items in **Black Font** - Operation Bright S.P.O.T accomplishments
- Listed items in **White Font** - Los Angeles City Services



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Diversity in LAPD & LAFD

- Secured funding for women promotional opportunities within LAPD. It is crucial to receive parity in the ranks of our first responders and by funding the Affinity groups it will help prepare and train female officers in advancing up the ranks of the Los Angeles Police Department.
- Continues to advocate for training models within the Los Angeles Fire Department that focus on the current needs and responses the department deploys. The current model has not been updated in generations and prohibits many qualified candidates from joining the department.



Leading Alternative Response

- Continues her work to reduce reliance on enforcement to increase public safety. She has sought to bring more civilians into the public safety network by crafting the City's Alternative Response model to assist residents that are struggling with mental health but not under an immediate health or safety risk to themselves or others.

La Tuna Canyon Trailhead Improvements

- Successfully pushed back the gate 600 feet, added new k-rails, and provided an additional 25 parking spaces along the fire lane. This parking improvement will allow vehicles to park away from La Tuna Canyon Road resolving a longstanding parking and safety concern.



CD 7 Traffic Safety Enhancements

- Broke ground and neared completion of the Federal Earmark Grant project in partnership with the Department of Transportation that brings over \$5M of traffic safety measures and investment to our community.

BUILDING COMMUNITY

Councilwoman Rodriguez believes Council District 7 residents should not have to leave their neighborhoods to partake in free and family-friendly activities, and that is why she is committed to hosting an array of annual events. These events build community and bring us together because together we are unstoppable and can resolve our biggest challenges.

Independence Day Drone Show

On July 2, hosted the second annual Celebration of Independence Drone and Light Show at Hansen Dam. The event was attended by over 5,000 people and had live music, featuring 50 vendors, resource booths and food trucks. It was a wonderful and free community gathering that responsibly celebrated our independence. Our drone show offers a more environmentally forward way of celebrating the 4th of July without the harmful environmental impact and trauma that traditional pyrotechnic shows have on our seniors, veterans suffering from PTSD and household pets.

Summer Movie Nights

In July and August Councilwoman Rodriguez hosted thousands of families at the Hansen Dam Aquatic Center with movie screenings of Finding Nemo and Lilo and Stitch. Community members gathered to enjoy the pool, food trucks and to partake in learning about City resources.





EL GRITO

SOMOS LA

LA CELEBRACIÓN DEL DÍA DE LA INDEPENDENCIA DE MÉXICO

As this year's Madrina for Latino Heritage Month, Councilwoman Rodriguez kicked off the festivities with Las Fiestas Patrias, at the annual celebration of El Grito. This important event attracted over 10,000 Angelenos who enjoyed an evening celebrating Latino culture featuring musical headliner Banda Machos, artisans and vendors curated by Goddess Mercado and much more.



Stetson Ranch Horse and Pet License and Microchip Event

Every November Councilwoman Rodriguez brings together the equestrian community for a horse and pet license and microchip event at Stetson Ranch in partnership with the Sylmar Equine Coalition. Horse licenses are important in maintaining an accurate count of horses for communities like ours because they help first responders create evacuation plans following an emergency or natural disaster, like earthquakes or wildfires.

7th Annual Día De Los Muertos Celebration

Councilwoman Rodriguez hosted the beloved annual Día De Los Muertos (Day of the Dead) event in Pacoima, which celebrates the beautiful Mexican tradition of remembering our loved ones who have passed. Thousands of community members gathered and enjoyed community resources, a petting zoo, food trucks, face painting, live music featuring headliner Kumbia All Starz and a Catrina contest.



EXPANDING OPPORTUNITIES FOR YOUTH



Councilwoman Rodriguez has worked tirelessly to uplift the next generation of leaders. Her commitment to youth in our city has been memorialized by her leadership and success in creating the Youth Development Department.

Children's Savings Account

- Recognizes that generational poverty is a huge barrier which continues to exist throughout the City, but especially in Council District 7. The Children's Saving Account program attempts to combat this issue by providing \$50 in seed deposits for college savings accounts to all LAUSD first grade students in schools located within City limits. Councilwoman Rodriguez has delivered \$1.3M to this program which will create an additional 30,000 accounts for an approximate total of 106,500 accounts.



Peer to Peer Youth Ambassadors Program

- The Peer to Peer Youth Ambassadors Program connects low-income college students who are homeless or at risk of falling into homelessness to supportive services, specialized training and paid work experience in Council District 7. Councilwoman Rodriguez secured \$111,000 for this program that will add capacity for expanded services in Council District 7 with a focus on Los Angeles Mission College.

DELIVERING RESOURCES TO THE NORTHEAST SAN FERNANDO VALLEY

Councilwoman Rodriguez has a long-standing commitment to the Northeast San Fernando Valley and is proud to fight for our share of resources. Under her leadership Council District 7 has received unprecedented investment.



"I'm not just investing in the Northeast San Fernando Valley, I'm investing in the future of our communities. With a focus on clean, green, and safe living, we're ramping up park space, sprucing up our streets, and building a sustainable infrastructure. The end result? A healthier, happier community bursting with possibility and promise!"

- Councilwoman Monica Rodriguez

Telfair Traffic Circle

- Completed work to enhance the intersection of Telfair Avenue and Montague Street in Pacoima with a traffic-calming circle, four new crosswalks, eight curb ramps, and new sidewalks. This project was designed to increase safety for people walking and biking, improving accessibility and traffic flow.

Lopez Canyon Trailhead

- Opened the new Lopez Canyon Trailhead, a \$376,000 investment that consists of a horse staging area and a 1.5-mile two-way trail, approximately 4.1 acres of land offering a picnic area, parking for vehicles, and horse trailers, a water station for horses, and a bioswale system.

Mission Mile

- Kicked off community engagement, environmental analysis, and engineering design for Mission Mile, a \$39.7M transformative project that will upgrade the existing median along Sepulveda Boulevard between Rayen Street and Brand Boulevard to include a new bicycle and pedestrian path within the median, providing up to 21 acres of newly accessible green space for our community. This corridor is currently a High Injury Network and the improvements will increase safety and improve circulation for all users.

Maclay Street Widening

- In partnership with the City family, Councilwoman Rodriguez led the effort to complete acquisition of land necessary to reconfigure Maclay Street around Gladstone Avenue to improve traffic flow and access to the 210 FWY. Roadway reconfiguration and sidewalk design will take place over the next year towards implementation.

Brand Park Revitalization

- Secured \$1.8M to Refresh Brand Park, consisting of the new concrete walkways, repaving the parking lot, upgraded ball fields, tree planting, new playground and fitness equipment.



Green Space in Lakeview Terrace

- Broke ground on this \$1M project that includes new lights, a dog run, a playground, and drought-tolerant and fire-resistant landscaping.

East San Fernando Valley Light Rail Transit Neighborhood Plan

- City Planning and Councilwoman Rodriguez commenced economic studies to serve as the basis for a Transit Neighborhood Plan (TNP) for the communities along the East San Fernando Valley Light Rail corridor. The TNP will be a blueprint of land use recommendations and strategies for the preservation and expansion of affordable housing and development opportunities along the Corridor to prevent residential and commercial displacement.

West Lakeside Street Park

- Opened the much anticipated West Lakeside Street Park and hosted a grand opening ceremony that attracted thousands of community members. This \$7M investment facilitated the development of a 12 acre park that includes a large green space for soccer and other recreational programming, picnic tables for families, walking trails, a state of the art restroom, and an amphitheater.



Verdugo Hills Pool

- Councilwoman Rodriguez was pleased to break ground in January on the construction of the Verdugo Hills Pool and Bathhouse upgrade project. The project consists of replacement of pool equipment, installation of a new pool tank, remodel of the locker rooms, addition of a gender neutral bathroom, deck resurfacing, and accessibility upgrades.

ADDRESSING HOMELESSNESS

Homelessness continues to be a top priority for Councilwoman Rodriguez and she continues to champion innovative, cost effective solutions with full transparency. Her work to house those living in RVs and to dispose of those RVs is serving as a blueprint for the city to deliver better outcomes for all community members.

CD 7 RV Pilot Program

- Created this pilot program, in partnership with West Valley Homes YES, Los Angeles Homeless Services Authority (LAHSA), and LA Family Housing to provide housing solutions for individuals living in RVs, encouraging them to transition into interim or permanent housing and offering incentives for vehicle disposal. The Council District 7 RV Pilot Program, from February 1, 2022, to October 20, 2023 has removed 65 RVs from city streets and housed 94 individuals.



Providing for Basic Needs

- Partnered with North Valley Caring Services (NVCS) to provide hot meals, food and showers for Valley residents. In 2023 we:
 - Provided approximately 400 hot meals
 - Delivered about 7,000 dinners to local youth
 - Assisted an estimated 67,000 people with food pantry access
 - Provided about 6,000 showers



Encampment Resolutions

- Encampments present multiple challenges and Councilwoman Rodriguez has led the effort to provide safe housing and ongoing services to homeless individuals, veterans and families which support restoring public space in a sustainable manner. The following encampments have been addressed in 2023:
 - Housed 30 people at the Foothill Lot & 210 FWY and successfully facilitated safety enhancements to address trespassing and safety concerns in the area.
 - Sunland Park, successfully housed 6 individuals previously residing at the park at the Hillhaven Permanent Supportive Housing development.
 - Housed over 50 people living at Paxton Park & Ritchie Valens Park.

Permanent Supportive Housing (PSH)

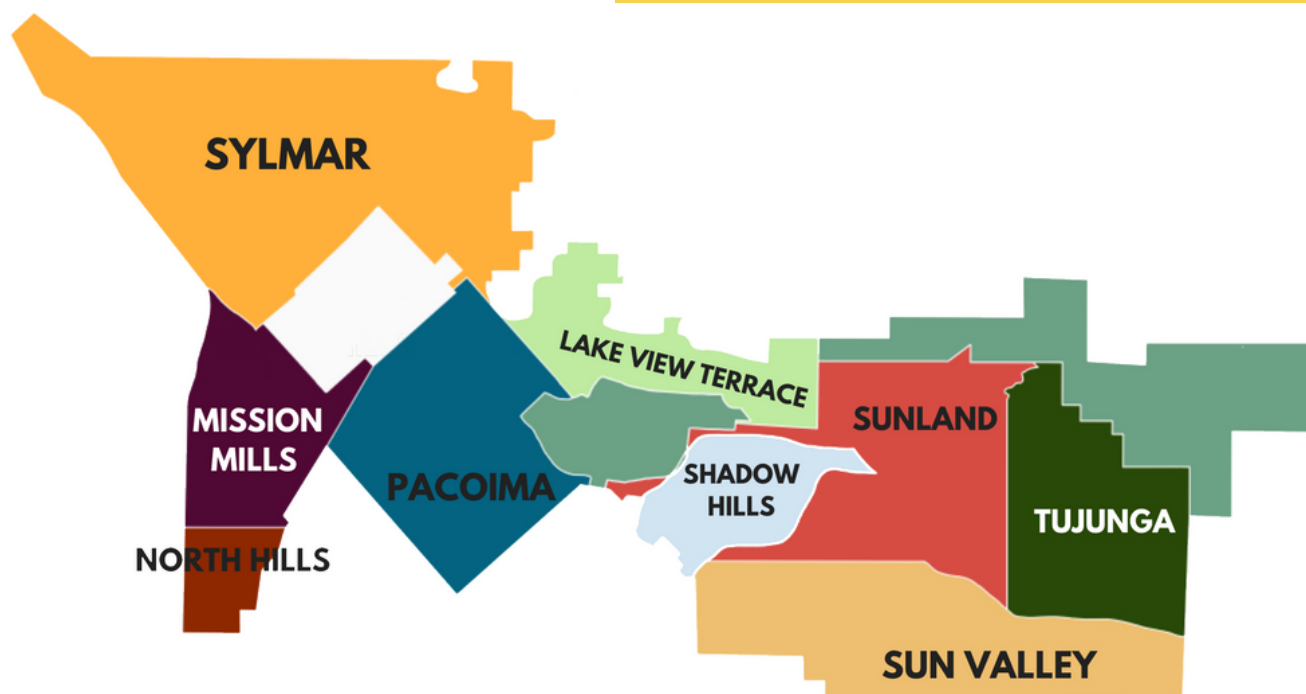
- In 2023 Councilwoman Rodriguez also helped to address homelessness by creating new housing in Council District 7 that is affordable and provides onsite services. This housing is called PSH and the following developments have opened this year:
 - Summit View Apartments, a 49-unit PSH facility for veterans experiencing homelessness. Located in the Northeast San Fernando Valley, the facility provides a fitting home for veterans who have served our nation.
 - Silva Crossing, a 56-unit PSH complex co-developed by Meta Housing and LA Family Housing. This new facility will offer homes to previously homeless and chronically homeless individuals.



Preventing Homelessness and Resolving a Community Issue on Hubbard Street

- The private property owner of the Hubbard St. house in Sylmar had RVs on the property, permitting unlawful occupancy and renting them to vulnerable individuals. Councilwoman Rodriguez worked with City departments to resolve this long-standing issue and assisted individuals living in the RVs to make sure they did not become homeless. To assist individuals living on the property, she set up an emergency shelter to provide temporary housing and resources. In addition, she worked with the LA Housing Department to secure relocation assistance totaling \$180,300 to 14 individuals who lived in the RVs and 9 households have successfully transitioned to interim or permanent housing through our collaboration with relevant agencies. Councilwoman Rodriguez is committed to continuing to work with City departments to ensure property compliance and support for former residents.

CITY RESOURCES



ACCESSING 311

3-1-1 is a FREE citywide resource that connects you to the services and information you need to help beautify and clean your community.

How to access 3-1-1:

- Dial: 3-1-1 or (213) 473-3231
- Download: MyLA311 app on your smartphone
- Website: www.myLA311.lacity.org

City Services Include:

- Graffiti removal
- Bulky item and illegal dumping pick up
- Park and tree maintenance
- Homeless encampments report
- Street repair
- Potholes repair
- Public meeting schedules

HOW TO ACCESS NOTIFY LA

Notify LA is Los Angeles' official mass notification system used to send voice, text, and email messages to residents during times of emergency and disasters such as wildfires.

How to access Notify LA:

- Text: "Ready" to 888-777
- Website: www.NotifyLA.org
- Social Media: @ReadyLA

Alerts include:

- Evacuation warnings
- Shelter information
- Disaster updates
- Public health notices



CONTACT COUNCIL DISTRICT 7

Los Angeles City Hall

200 N. Spring St., Room
455
Los Angeles, CA 90012
(213) 473-7007

North Valley City Hall

7747 Foothill Blvd.
Tujunga, CA 91042
(818) 352-3287

Pacoima District Office

13520 Van Nuys Blvd., Suite 209
Pacoima, CA 91331
(818) 485-0600

Sylmar District Office

14117 Hubbard Street, D#1
Sylmar, CA 91342
(818) 756-8409



@MonicaRodriguezCD7



@mrodcd7



www.monicarodriguez.org



councilmember.rodriguez@lacity.org