



# MONICA RODRIGUEZ

LA CITY COUNCILWOMAN, 7TH DISTRICT

## INVESTING IN OUR COMMUNITY



# 2024 ANNUAL REPORT

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# MONICA RODRIGUEZ

LA CITY COUNCILWOMAN, 7TH DISTRICT

Dear Neighbor,

As I look back on 2024, I feel immense pride in our city and our ability to accomplish great things together. The LA Dodger's World Series win showed us great athleticism, the importance of team work and reminded us that anything is possible. I am committed to taking these lessons into the new year as we face new challenges and I will continue to work to make the San Fernando Valley the best it can be.

I invite you to review this report to learn more about how we are addressing homelessness, increasing public safety, securing city resources, delivering investment to the San Fernando Valley, expanding opportunities for youth and families and building community.

## **Highlights from 2024:**

- Secured \$5M state grant to expand my program removing RVs from our communities and providing stable housing in 2025.
- Repaired 472 broken street lights and trimmed over 2,100 trees.
- Installed speed humps near six schools.
- Opened the new playground at David M. Gonzalez Park.
- Broke ground at Lopez Canyon Green Space which includes the first dog park in Council District 7.
- Started the Verdugo Hills Pool Refurbishment.
- Invested in our youth with the launch of the CD 7 Youth Sidewalk Program.
- Supported families by bringing services from the Mexican Consulate General directly to Pacoima City Hall.
- And much more!

Thank you for your continued support and partnership. If you have any questions or suggestions, please contact me directly at [councilmember.rodriguez@lacity.org](mailto:councilmember.rodriguez@lacity.org). To stay informed about events, resources, and policy updates, sign up for my weekly newsletter at [www.monicarodriguez.org](http://www.monicarodriguez.org).

We are **ONE** LA,

*Monica*

Monica Rodriguez  
Los Angeles City Councilwoman, 7th District



# ADDRESSING HOMELESSNESS

Since Councilwoman Rodriguez was elected, over 550 individuals and families experiencing homelessness in CD7 have been housed, representing nearly a 50% decrease in the homeless population.

## State Grant for RVs

- Recreational Vehicles (RV) homelessness remains one of the most significant challenges affecting both housed and unhoused residents in the San Fernando Valley. This year, Councilwoman Rodriguez secured a \$5M State Grant to expand her work in 2025 by continuing to address RV encampments by removing RVs and providing stable housing for individuals experiencing homelessness.

## CD 7 RV to Home Program

- In collaboration with West Valley Homes Yes, the RV to Home Program has housed 186 individuals and removed 107 RVs since its launch in 2022. Due to its success, this innovative program is now being expanded for citywide implementation.



## CARE +

- In partnership with LA Sanitation, the Los Angeles Homeless Services Authority (LAHSA) and other government partners, CARE+ operations in Council District 7 take place weekly on Tuesdays, Thursdays and Saturdays to address the impacts of homeless encampments.

## Inside Safe Operations

- Councilwoman Rodriguez worked to ensure Council District 7 received Inside Safe resources. In April, there was an operation at the Tujunga Wash which housed 20 individuals. In October, there was another operation on Weidner Street in Pacoima that provided housing for 21 individuals.



## Meeting Basic Needs

- To support families and individuals facing financial hardships in partnership with North Valley Caring Services we provided:
  - 6,018 breakfast meals
  - 8,449 meals to families living in motels
  - 5,400 showers
  - Food pantry serving 47,535 families

## Accountability and Oversight

- To ensure transparency and accountability in all the homeless programs, Councilwoman Rodriguez has proposed a dedicated Homelessness Department within the City. Additionally, she has also collaborated with the Federal Court to audit homeless expenditures, aiming to maximize public funds and deliver measurable results.



# INCREASING PUBLIC SAFETY

As the first woman of color to chair the Council's Public Safety Committee, Councilwoman Rodriguez prioritized innovative approaches to community safety. Her initiatives focus on strategies that extend beyond traditional law enforcement, emphasizing proactive measures to create safer neighborhoods for all.

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## Fire Station 74

- As part of the San Fernando Valley Traffic Mobility Improvement project, Fire Station 74 in Tujunga now has an emergency signal light. This enhancement ensures firefighters can exit the station more quickly and safely during emergencies, improving response times and community safety.

## Unarmed Model of Crisis Response Program (UMCR)

- Councilwoman Rodriguez led the creation of the UMCR program, which addresses non-violent, non-urgent calls for service related to mental health, substance abuse, wellbeing checks, and behavioral distress. This innovative program shifts responsibility for these calls from the Los Angeles Police Department (LAPD) to trained mental health and substance abuse specialists.

## CIRCLE Expansion

- Councilwoman Rodriguez expanded the Crisis and Incident Response through Community-led Engagement (CIRCLE) program. This proven 24/7 unarmed response program deploys teams with lived experience to address non-violent LAPD and 9-1-1 calls involving unhoused individuals experiencing crisis.

## Emergency Evacuations on Hillside Streets

- Councilwoman Rodriguez led the citywide development of a street resurfacing index for hillside communities with limited access roads. This ensures that in emergency evacuations, primary access roads are maintained and accounted for.

## Sylmar Fire Station

- Fulfilling a commitment made over 20 years ago, Councilwoman Rodriguez has advanced efforts to develop a new fire station in Sylmar. The City is in the process of securing the land, marking an important first step toward delivering on a decades-old promise to the community.

## Street Racing Enforcement

- Councilwoman Rodriguez has taken proactive measures to combat street racing by leading the installation of infrastructure designed to deter this dangerous activity at some of the City's most notorious intersections.

## Senior Emergency Preparedness Plan

- Councilwoman Rodriguez asked the Department of Aging, in collaboration with the Emergency Management Department and the Los Angeles Fire Department, to develop a comprehensive Senior Emergency Preparedness Plan. This plan will include tailored evacuation strategies for Seniors living in high fire severity zones and provide the details on available programs and identify multipurpose centers that seniors can access during emergencies.

## Los Angeles Fire Department Nexus Study

- Councilwoman Rodriguez secured funding for the Los Angeles Fire Department to conduct a Nexus Study, which will evaluate the impact of new developments on fire service demands. This study will determine the extent to which new development increases the need for fire services and if a mitigation fee should be implemented.

## LAFD Wildland Fire Hand Crews

- Councilwoman Rodriguez secured over \$2M to establish Wildland Fuel Management Hand Crews for the Los Angeles Fire Department. These specialized crews will combat brush fires during fire season and conduct critical mitigation and maintenance work.

## Supporting Small Business

- Councilwoman Rodriguez is developing a Small Business Citywide Security Grant Program. Once funded, the program will provide financial assistance to small businesses, helping them strengthen security measures to protect against theft, vandalism, and burglary.



# SECURING CITY RESOURCES

As a former Public Works Commissioner, Councilwoman Rodriguez understands the vital role of core municipal services. Providing timely delivery of essential services, such as graffiti removal and the disposal of illegal bulky items, helps prevent community decline and fosters a sense of pride and safety, creating a more vibrant and welcoming environment.

## City Services

- Councilwoman Rodriguez is dedicated to delivering city resources to Council District 7. Through partnerships with City departments, she has driven significant improvements.

### Street Maintenance

Street Sweeping  
**3,959 Miles**

Bike Lanes Swept  
**334 Miles**

Pothole Repairs  
**19,049 sq ft**

Pothole Service  
Requests Completed  
**1,092**

### Street Renewal

Resurfacing Lane  
**23 Miles**

Failed Street Lane  
**3 Miles**

Slurry  
**20 Miles**

### Urban Forestry

Tree Trimming  
**3,013**

Tree Planting  
**92 Trees**

Dead Trees Removed  
**240**

Tree Stumps Removed  
**321**

### Sanitation

Illegal Dumping Locations  
**1,897**

Total Tonnage Collected  
**473.62**

Graffiti Removal  
**8,259 Locations**  
**219,196 sq ft**





## OPERATION BRIGHT S.P.O.T (OBS)



- Councilwoman Rodriguez launched Operation Bright S.P.O.T (OBS) to revitalize and enhance commercial corridors and support small businesses. OBS focuses on weed removal, litter abatement, sidewalk power washing and tree stump removal.

Operation Bright S.P.O.T	
Bags of Weeds and Litter Removed	4,724 Bags
Tree Stump Removal	104 Tree Stumps
Power Washed Sidewalks	186,564 sq ft

## 2024 East Valley Grid Trimming

- In collaboration with Streets LA's Urban Forestry Division (UFD) over 2,100 trees were trimmed in Pacoima as part of the 2024 East Valley Grid Trimming.



## Street Lighting

- Copper wire theft and vandalism significantly impact neighborhood safety, often leaving multiple blocks without functioning streetlights. To address this growing issue, Councilwoman Rodriguez secured \$308,400 in funding for the repair and fortification of street lights. Through this effort, 472 street lights were repaired.

## Tree Care

- In partnership with Streets LA Urban Forestry Division, 149 dead trees and 185 tree stumps were removed from the Sylmar area, significantly beautifying the community and creating opportunities for a revitalized tree canopy.

## Pedestrian Improvements

- Prioritized pedestrian and traffic safety across Council District 7 including:
  - Installed **10 speed feedback signs** along Foothill Boulevard in Sunland-Tujunga.
  - Installed a **pedestrian hybrid beacon** on Wyngate Street and Foothill Boulevard.
  - Installed a **left-turn phasing signal** at Mount Gleason Avenue and Foothill Boulevard.
  - Installed a **new traffic light** on Orion Avenue and Plummer Street.
  - Installed **two new pedestrian hybrid beacon crosswalks** on Hubbard Street and Aztec Street, near Osceola Elementary School and on Olive View Drive and Bucher Street near Olive View Hospital.

## Speed Humps for Student Safety

- To improve public safety around schools in Council District 7, Councilwoman Rodriguez collaborated with the Los Angeles Department of Transportation to install new speed humps in several areas with speeding concerns. These locations include:
  - El Dorado Avenue from Tyler Street extending to El Casco Street by **El Dorado Elementary School**.
  - Herrick Avenue from Vaughn Street to Eustace Street in front of **Vaughn International Studies**.
  - Noble Avenue between Plummer Street to Tupper Street in front of **Plummer Elementary School**.
  - Plainview Avenue from Hillrose Street to Summitrose Street in front of **Verdugo Hills High School**.
  - Herrick Avenue from Astoria Street to Sayre Street in front of **Dyer Elementary School**.
  - Borden Avenue from Gain Street to Terra Bella Street in front of **Sara Coughlin Elementary School**.





# DELIVERING RESOURCES TO THE NORTHEAST SAN FERNANDO VALLEY

Councilwoman Rodriguez secured over \$260M in capital, transportation, infrastructure and new program investments for the 7th Council District. These funds have been instrumental in establishing new parks, improving traffic safety, and addressing the community’s aging infrastructure for a stronger and more vibrant San Fernando Valley.

### Mission Mile

- Completed the community engagement phase and the preparation of environmental documents for Mission Mile. This project is a \$39.7M investment and will feature a landscaped median with a walking and biking path along Sepulveda Boulevard, stretching from Rayen Street to Brand Boulevard. This project will enhance mobility, improve traffic flow, increase connectivity, and create new green space.

### Verdugo Hills Pool

- Broke ground on the construction of the Verdugo Hills Pool and Bathhouse upgrade project. This \$9.4 million project includes:
  - Replacement of pool equipment, installation of a new pool tank
  - Remodeling of the locker rooms
  - Addition of a gender neutral bathroom
  - Deck resurfacing
  - Accessibility upgrades



The proposal includes new safe crossings with pedestrian hybrid beacons at: San Jose St, Lemarsh St (shown above), Superior St, and between Nordhoff and Superior; and new traffic signals at Bermuda St and Mayall St.

### Lopez Canyon Green Space

- Construction is underway for the Lopez Canyon Green Space which includes the first dog park in our community. This \$1M investment will feature: lights, a dog run, playground, and drought tolerant landscaping. This project is expected to be completed in early 2025.

### Carl St. Gap Closure

- The installation of a new sidewalk on Carl Street near Sproule Avenue has been completed. This project creates a safer and more accessible walking route, connecting the residential community to Fenton Primary Center.



### David M. Gonzales Park Playground Ribbon-Cutting

- Celebrated the grand re-opening of the David M. Gonzales Park playground. This project also included updates to the exterior and interior of the restrooms.

### Roger Jessup Garden Gate

- The Roger Jessup Community Garden now features a newly fabricated and installed artist-designed entrance gate and fencing. The project increases safety at the garden, while incorporating a community-inspired design.



### East San Fernando Valley (ESFV) Light Rail Project

- The East San Fernando Valley Light Rail Project received federal approval for a grant agreement up to \$898M. The project will feature an above-ground light rail with 11 new stations between the G Line (Orange) Van Nuys Station and Van Nuys/San Fernando Road. It will connect the communities of Van Nuys, Panorama City, Arleta and Pacoima reintroducing street-running local rail service to the area for the first time since 1952. The project and its construction will bring significant challenges and opportunities and Councilwoman Rodriguez will continue her advocacy to make sure it directly benefits the businesses and residents in Pacoima.

### Pacoima Wash Security Fencing

- Construction is underway to replace the existing chain-link fencing at Laurel Canyon Boulevard and Foothill Boulevard over the Pacoima Wash with custom-designed galvanized steel fencing. This decorative fencing project is an example of how safety infrastructure can contribute to the beautification of our neighborhoods.

## East San Fernando Valley Light Rail Transit Neighborhood Plan

- Completed the initial phase of community engagement for the Transit Neighborhood Plan (TNP). Prepared by the Department of City Planning, the TNP focuses on outlining new land use designations and zoning regulations along the light rail corridor to support transit ridership and mobility access, expanding future affordable housing opportunities and fostering the economic vitality of the community.

### Whiteman Airport

- Continued collaboration with Los Angeles County and community members to address concerns regarding Whiteman Airport. Supported an Economic Impact Analysis and Land Use Study of Whiteman Airport to provide:
  - Confirmation of Airport Closure Process
  - Analysis of Existing Conditions
  - Development of Options Incorporating Stakeholder Input
  - Economic Impact Analysis of Preferred Option



# EXPANDING OPPORTUNITIES FOR YOUTH & FAMILIES



Councilwoman Rodriguez led the creation of the city's first Youth Development Department (YDD). This department ensures that the 800,000 youth in the City of Los Angeles between the ages of 10 - 25 have a department that is a universally accessible resource to address their needs and support their growth.

## Youth Development Strategic Plan

- This initiative instructs all youth serving city departments to engage in a collaborative effort with YDD to create a strategic plan that connects vulnerable students with essential services and employment opportunities.

## Earn, Learn, Play

- In partnership with YDD, Councilwoman Rodriguez launched Earn, Learn, Play—a website designed to centralize youth programming into one platform. The Earn, Learn, Play website allows users to enter their address and find youth services within a certain mile radius of their homes.

## Banned Books

- In partnership with LA Public Library (LAPL) and Los Angeles World Airports (LAWA) Councilwoman Rodriguez supported access to books, including banned books, at LA International Airport (LAX). Through this effort LAWA and LAPL populated LAX with information on how to access a digital library card in order to gain immediate access to a catalog of banned books and more.



## CD 7 Youth Sidewalk Program

- In partnership with the Los Angeles Conservation Corps, Councilwoman Rodriguez launched the CD 7 Youth Sidewalk Program and provided paid training and skill-building opportunities for eight youth from the San Fernando Valley, aged 18–26. During this time they learned how to handle power tools, improve communication skills and increase their future employability while repairing some of the most damaged sidewalks in our community.

## Reading Olympics

- Thanks to a collaboration with the Department of Recreation and Parks and the LA Public Library, Council District 7 youth participated in the Reading Olympics, a friendly competition to challenge themselves and each other, aiming to accumulate the highest number of reading minutes while having fun and embracing a love for literature to celebrate the Paris Olympics.



## Consulado Sobre Ruedas

- Councilwoman Rodriguez hosted a Consulado Sobre Ruedas with the Mexican Consulate at Pacoima City Hall. This program facilitated access to Mexican Consulate services and served over 2,200 community members. Services provided included, assistance with passports, consular registration, voter ID, and dual nationality.

## LADWP Resources

- At the Cool LA Heat Relief Event, Councilwoman Rodriguez facilitated the distribution of approximately 300 free air conditioners to seniors in the Northeast San Fernando Valley.

## Free Tax Day

- Partnered with the Los Angeles Community Investment for Families Department (CIFD) to host a Free Tax Day that provided free tax preparation to 73 clients. This effort generated \$153,702 in refunds for families.

## Veterans Assistance

- Collaborating alongside the CIFD, Los Angeles County, RepresentLA and key partners, Councilwoman Rodriguez has made substantial progress in supporting deported veterans' pathway toward legal resolution and citizenship. To date, RepresentLA has supported nine veterans including former members of the Marine Corps, National Guard, Army, and Navy.

# BUILDING COMMUNITY



Councilwoman Rodriguez's investment in a variety of free, large- and small-scale events, has created opportunities for neighbors to engage, celebrate, and access vital resources.

## Senior Luncheon

- Hosted over 200 seniors and connected them with resources spanning from meals to mobility aids.

## Principal Appreciation Luncheon

- This luncheon connects school leaders and facilitates action plans to improve the safety and well-being of our neighborhoods, especially around our schools.



## Pet Resource Fair and Blessing of the Animals Celebration

- Provided pet microchipping, vaccines and registration for animals with LA Animal Services. The event also featured a Blessing of the Animals ceremony with El Pueblo de Los Angeles.



## Disaster Preparedness Evacuation Simulation

- In May, Councilwoman Rodriguez hosted a Disaster Preparedness event. There was a real time evacuation simulation with LAFD and crucial safety information available.



## Memorial Day Concert at Brand Park

- As part of Fleet Week Celebrations across the City, Councilwoman Rodriguez hosted the 1st Marine Division Band at Brand Park to honor and remember our fallen veterans on Memorial Day Weekend.



## Celebrating Women in Restaurants

- The event highlighted the economic importance of the hospitality industry in Los Angeles, and the important leading role of women in the sector.



## Independence Day Drone Show

- On June 30, Councilwoman Rodriguez hosted the annual Celebration of Independence Drone and Light Show at Hansen Dam. The free event was attended by over 10,000 people and featured music, vendors, resource booths and food trucks.



## Summer Movie Nights

- On July 19 and August 9, celebrated Summer Movie Nights and hosted thousands of families at the Hansen Dam Aquatic Center with movie screenings of *Elemental* and *Sing*.



## Día de los Muertos

- On October 27, Councilwoman Rodriguez hosted the annual Día De Los Muertos 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 and a Catrina contest.



## Stetson Ranch Equestrian Event

- In November, Councilwoman Rodriguez hosted the 4th annual Horse License & Microchip event at Stetson Ranch. The annual event provides animal owners with the essential resources to ensure the well-being and proper identification of animals in case of emergencies. Councilwoman Rodriguez in partnership with the equine community is also actively engaged in advocacy efforts to safeguard Black Rodeo, Native American Indigenous Rodeo, Mexican Charrerria, and Escaramuzas in response to the proposed Rodeo Ban in Los Angeles. This event showcases the pageantry and tradition of Charrerria and Escamramuzas at Stetson Ranch and underscores their cultural significance.



## Holiday Tree Lightings

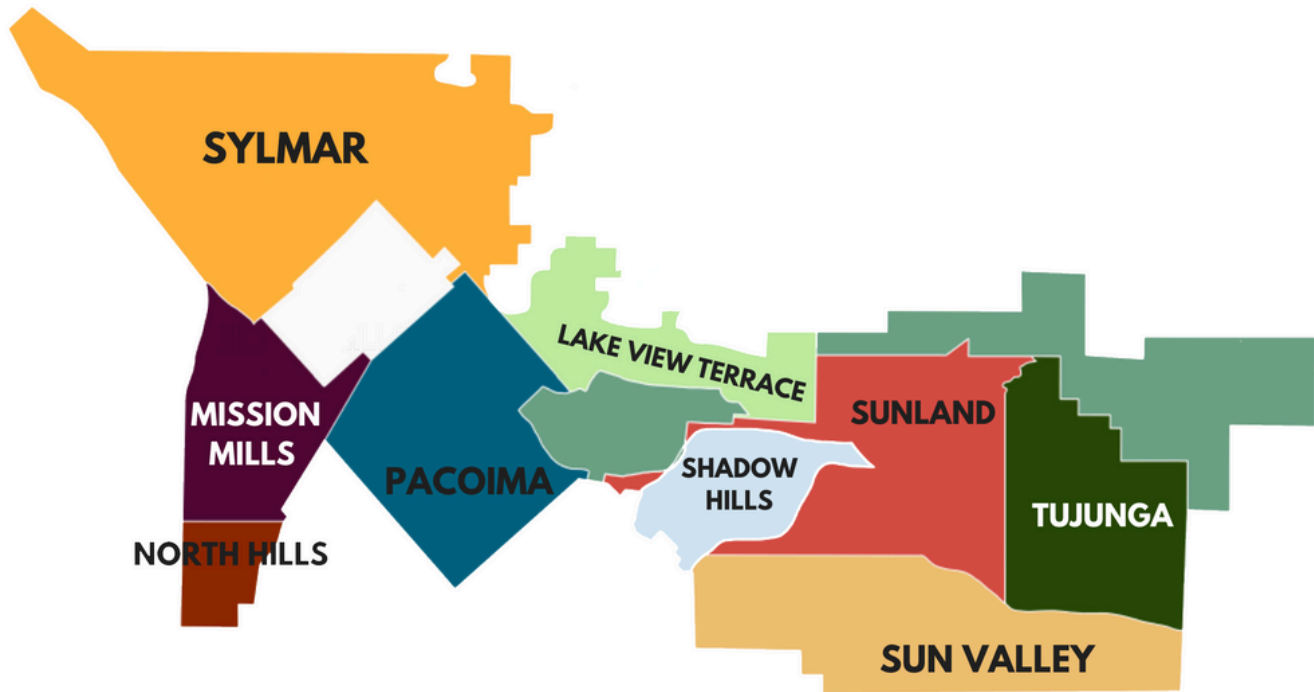
- Councilwoman Rodriguez hosted family-friendly holiday events in Pacoima, Sylmar and Sunland-Tujunga! The events captured holiday magic featuring photos with Santa, children's activities, music and treats.

## Holiday Food Giveaways

- Councilwoman Rodriguez hosted food distribution events for 1,500 families during the holiday season to fill the gap left by food pantry closures, ensuring families in need received essential support.



# 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 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](http://www.myLA311.lacity.org)

### City Services Include:

- Graffiti removal
- Bulky item and illegal dumping pick up
- Park and tree maintenance
- Homeless encampments
- Street repair
- Pothole repair
- Abandoned vehicles
- City signage replacement

## 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 and earthquakes.

### How to access Notify LA:

- Text: "Ready" to 888-777
- Website: [www.NotifyLA.org](http://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

## Pacoima District Office

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

## North Valley City Hall

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Tujunga, CA 91042  
(818) 352-3287

## Sylmar District Office

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