2023
Lakewood Leadership Academy
Lakewood Leadership Academy
Module 1
Getting to know city government and civic engagement
January 30, 2023
Module 1 Agenda

1. Welcoming remarks – Mayor Steve Croft
2. Chamber of Commerce welcome remarks – David Arellano, Chair
3. Purpose of the LLA and preview of upcoming modules
4. Let’s get to know one another
5. Dinner
6. Discussion of the history and origins of Lakewood
7. What exactly is a city and how does it operate?
8. Civic engagement
9. Q&A
10. Networking
Lakewood Leadership Academy Modules

1. Getting to know city government and civic engagement
2. Achieving work/life balance (quality of life)
3. Developing leadership skills
4. Diversity, Equity and Inclusion and Leadership
5. Effective Communication Strategies
6. Building Effective Teams
7. Business/Industry
8. Service Clubs
9. Summary
Let’s Get to Know One Another

• Using the index cards on your table, write down:
  • Your name
  • Your occupation
  • Complete this sentence:
    “Something most people don’t know about me is ______”
  • What is the most adventurous thing you’ve done?
This Evening’s Speakers

• Thaddeus McCormack, City Manager
• Don Waldie, Lakewood Historian Emeritus and Author
Democracy in Lakewood

• “These Americans are the most peculiar people in the world. You’ll not believe it when I tell you how they behave. In a local community in their country a citizen may conceive of some need which is not being met. What does he do? He goes across the street and discusses it with his neighbor. Then what happens? A committee begins functioning on behalf of that need. And, you won’t believe this, but it is true. All of this is done without reference to any bureaucrat. All of this is done by the private citizens on their own initiative.”
Levels of Local Governments

- National/Federal - Primary Responsibility
  - conduct foreign policy, regulate commerce, provide for defense

- State - Primary Responsibility
  - promote public health, safety and welfare

- Local - Created by State
  - charged with caring for quality of life through policing powers
Types of Local Governments

• Counties
  • 58

• Cities
  • 482

• Special Districts
  • More than 5,000
  • Limited purpose – within their boundaries they provide focused public services such as fire protection, sewers, water supply, electricity, parks, recreation, sanitation, cemeteries and libraries
Origins of Cities
From Tenements to Suburbs
From Tenements to Suburbs

The “problem of the working class”

• Immigrant multitudes in crowded cities
• Social hygiene: crime, tuberculosis
• Labor organizing, strikes
• Civil disorder
“Make houses like Fords”

- Built quickly
- Affordable
- In ‘greenfields’
- Like Model Ts
SHALL I BUILD a HOUSE after the war?

EM 32 GI ROUND TABLE
Between 1925 and 1945

- Banking reform
- Federally insured mortgages
- Long-term, fixed rate mortgages
- Construction loan guarantees
- FHA construction inspection
Post-War Suburban Boom
A New Definition of Home
It's a load or running to know the really.

Come and see why we're all

"living" in

LAKEWOOD PARK!

VETERANS
No Down Payment!

$43
A MONTH
eating included

$50
A MONTH
eating included

Bring the children! Please how is not a problem... you can play on the nice, nice

I'll admit I've been more time since my son got out of the

Just to make sure they can make a

In the words of a friend, this is the

and our son says that if he should have to go

now I'm not one to give advice, but

where the whole family can enjoy our California

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LAKEWOOD PARK!
Lakewood

The Future City as New as Tomorrow

Plan 22

Plan 25

Plan 26

Two Bedroom Homes with Garage
825 square feet
As low as $7575
Monthly imputed and escrow fees only $165
Everything Included

Three Bedroom Homes with Garage
1050 square feet
As low as $8525
Monthly imputed and escrow fees only $155

No Down Payment

For Veterans

Sales Office
5327 Lakewood Boulevard
near South Street • Lakewood
Roderick T. Tichenor & Co., Realtors, Exclusive Sales Representatives
There is no better investment in your family’s happiness, stability and security than the purchase of a home in Lakewood... the city with a real future!
A New Way to Shop
Joe Eichenbaum
The story of Lakewood Center, the central business district for the City of Lakewood, is a story of progressive planning and development to meet the demands of continuous growth.

The City of Lakewood and Lakewood Center together comprise the largest planned residential and shopping community in the world—and both are still growing.
Regional Shopping Center

- Once “largest shopping center in the world”
- Nation’s second “super regional” center

May Co. opened in 1951
Lakewood home buyers are our best salesmen: the men are enthusiastic about the sound construction; the women rave about the convenient room arrangement and work-saver kitchens; and all are delighted with Lakewood's ideal location.
Suburban politics
The Biggest and Best Part of Lakewood is Still FREE!

Let's keep it that way!

Vote "NO"

On Annexation
At Thursday's Election
WHO wants to be a GUINEA PIG?

VOTE NO

Lakewood Women Against Incorporation
INCORPORATION

VOTED BY

LAKEWOOD

Yes or no?
Should Jimmy run?

Jimmy Roosevelt's decision to run for Congress, and the endorsement of his candidacy by 91 votes of the 20th Democratic District Council, has rocked the Democratic Party in California more than any event in recent political history.

Where Democrats get together, the major topic of conversation is, "Should Jimmy run for Congress?" What will it do to the party? Will it hurt other candidates? How do people feel about his wife's charges and his answers?"

Two facts stand out:

1. Jimmy was endorsed by a one-vote majority of delegates in the district in which he plans to run.

2. Most of the party leaders are opposed to his candidacy. But most important is: What do the rank-and-file Democrats think? Do they believe that Jimmy's candidacy at this time is in poor taste and harmful to the party and to the candidates running for other offices?

So do they believe that this race provides the means for Jimmy to vindicate himself and that it is proper for him to run? As a public service, therefore, the Daily News is going to provide a method of expression for the rank-and-file.

Since the Daily News is the only newspaper in the west that consistently advocates Democratic principles, and since our circulation goes largely to Democratic readers, this newspaper believes that the quickest and surest way of measuring the sentiment of a large segment of Democrats is to provide them with the means to register their approval or protest.

The Daily News, therefore, will publish a ballot on the front page of this newspaper Saturday, March 12.

It will be a simple question: "Should Jimmy Roosevelt run for Congress in the 20th district?"

You can mark your ballot "yes" or "no."

 Tear out the ballot and mail it back to this newspaper.

Daily News

WEDNESDAY, MARCH 10, 1934

2K

LOS ANGELES 54

TEL RICHMOND 4563

M'Carthy blistered
by GOP colleague

WASHINGTON, March 8--charges. The committee chose

VOTE BY

PRECINCT

Unofficial Telephone Returns

For

Opposing

Washington

1

300

2

100

3

200

4

300

People pave
the way
for growth

Amazing Lakewood, which grew from a deserted area to one of the county's largest communities almost overnight after the war, last night took another big step by voting to become a full-fledged city.

With all 57 precincts reporting, unofficial telephone re-
First ‘Contract City’

• April 16, 1954
  Incorporated under “Lakewood Plan”

• “City without a payroll” had just 2 employees

• The Lakewood Plan adopted by one-quarter of California cities and nearly all new cities in Los Angeles County
LAKEWOOD GOLF COURSE (county facility)

Eastern Lakewood

Lakewood In Context

- 9.5 square miles
- 27,300 dwellings
- 10 major parks
The Lakewood Way
This is to certify that

MRS. YOLANDA GUTIERREZ

IS AN ORIGINAL LAKEWOOD INCORPORATOR
WHOSE DILIGENT EFFORTS AND CIVIC
PARTICIPATION HELPED IMMEASURABLY
TO CREATE THE NEW

CITY OF LAKEWOOD, CALIFORNIA

7-5 1954

Angelo M. Jacobini
Unlike most cities, Lakewood is part of four school districts: ABC, Bellflower, Long Beach and Paramount.
Lakewood History
www.lakewoodcity.org/About/Our-History

Historic Photographs
www.lakewoodcity.org/About/Our-History/Photograph-Galleries

Historic Films
www.lakewoodcity.org/About/Our-History/Historical-Films
Cities

- 482 cities in CA
- Created when residents in county areas choose to incorporate
- Role is to provide services such as police, fire, animal control, parks and recreation, water, trash, street sweeping
- Cities adopt ordinances (laws), including land use and business regulations
Typical City Structure

• The **council-manager form** is the system of local government that combines the strong political leadership of elected officials in the form of a council or other governing body, with the strong managerial experience of an appointed local government manager (**City Manager**).
City Council and City Commissions

• City councils are the legislators of a municipality who are democratically elected to decide which services will be provided and how to pay for them, among many other tasks.

• The five members of the Lakewood city council are elected at-large to serve a four-year term of office. There are no city council districts.

• There are three commissions in Lakewood: Planning, Community Safety and Recreation and Community Services

• Standing Committees are formed to address continuing subject matter and are composed of two members of the city council.

• Ad-hoc Committees are also formed for a specific task or objective, and are composed of two members of the city council.
Role of City Departments: Administration

The Administration Department, or the City Manager’s Office, is responsible for:

• Implementing all of the City Council’s policy decisions and direction;
• Providing leadership and direction to department heads and other staff;
• Develop action plans and programs to support the City’s mission, values and priorities and serve our great community.
• Administration oversees Public Information, Community Relations, CityTV, Personnel, City Clerk, Customer Service and Intergovernmental Relations divisions.
When you travel on a City street, walk on the sidewalks, dispose of garbage and enjoy the shade of a City-owned tree, you are benefiting from the diverse range of services that the Public Works Department provides.
Community Development

Community Development is responsible for a wide variety of programs and services related to planning, building and safety, code enforcement, affordable housing, neighborhood improvement, and business development to help create and maintain more safe, sustainable, and livable neighborhoods.
Recreation and Community Services

• Serves the community with recreation programs and services at city parks, pools, facilities and senior centers.

• Coordinates services such as Meals on Wheels, Volunteer Day, Special Olympics fundraiser, and other community events.

• Provides landscaping and maintenance services to parks and other public areas.
Water Resources

• Manages the city’s water utility, which consists of production and distribution of high quality, reliable drinking water to residents.

• Educates the public on water conservation.
Public Safety

• Oversees the contract with the Sheriff’s Department; Liaisons with Fire Department

• Oversees Crime Prevention programs such as Neighborhood Watch, Community Service Officers and Sky Knight Helicopter

• Administers crossing guards and a variety of school safety programs

• Provides emergency preparedness training, programs and services
Public Safety (continued)
Role of the City Council

• City contracts with Los Angeles County Sheriff’s Department
• Public Safety Committee
  • Comprised of mayor and vice mayor
• Works closely with LASD station leadership
  • Captain, Service Area Lieutenant, Special Team Sergeant and Special Team Deputies
• Contract city vs Full service city
  • Contract: less costly and access to ancillary law enforcement services, but city has limited control
  • Full service: more costly, may not have access to specialized/ancillary units but city has more control over level of service and deployment
City Budget and Finances (Revenues)

FY 2022-23 General Fund Revenues: $69.6 Million

- Sales Tax - Local, $13.5
- Sales Tax - B&O, $16.8
- Other Taxes, $2.6
- UUT, $2.8
- License & Permits, $1.3
- Transfer In, $4.3
- Fines & Forfeitures, $0.8
- Use of money & Property, $0.6
- From Other Agencies, $11.1
- Current Service Charges, $9.3
- Property Tax, $5.5
City Budget and Finances (Expenditures)

FY 2023-24 General Fund Revenues: $71.8 Million

- Sales Tax - BB: $17.2
- Sales Tax - Local: $13.9
- UUT: $2.8
- Other Taxes: $2.8
- License & Permits: $1.4
- Transfer In: $4.3
- Fines & Forfeitures: $0.8
- Use of money & Property: $0.7
- Current Service Charges: $9.7
- From Other Agencies: $11.6
- Property Tax: $6.8
FY 2020-21: Departmental Expenditures

$59.3 Million

- Rec & Com Svcs, 24%
- Pub Works, 26%
- Administration, 9%
- Pub. Safety, 25%
- Finance & Admin, 11%
- Community Development, 5%
The Lakewood Way

• What do people think of when they think of Lakewood?
• Let’s break into our table groups and discuss among yourselves what the Lakewood Way means.
Civic Engagement

Civic engagement means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community, through both political and non-political processes.

Activity: Let’s discuss the kind of civic engagement opportunities you have been a part of.
Civic Engagement

• Knowing your representation and let your voice be heard.
  • Local – City Council
  • Schools – Local school district
  • County – County Board of Supervisors
  • State – California State Legislature - https://findyourrep.legislature.ca.gov/
  • Federal - https://www.congress.gov/members/find-your-member

• Getting involved in community groups - handout
2023
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