



2024

Lakewood Leadership Academy



Lakewood Leadership Academy

Module 1

Getting to know city government and civic engagement (Part 1)

January 31, 2024

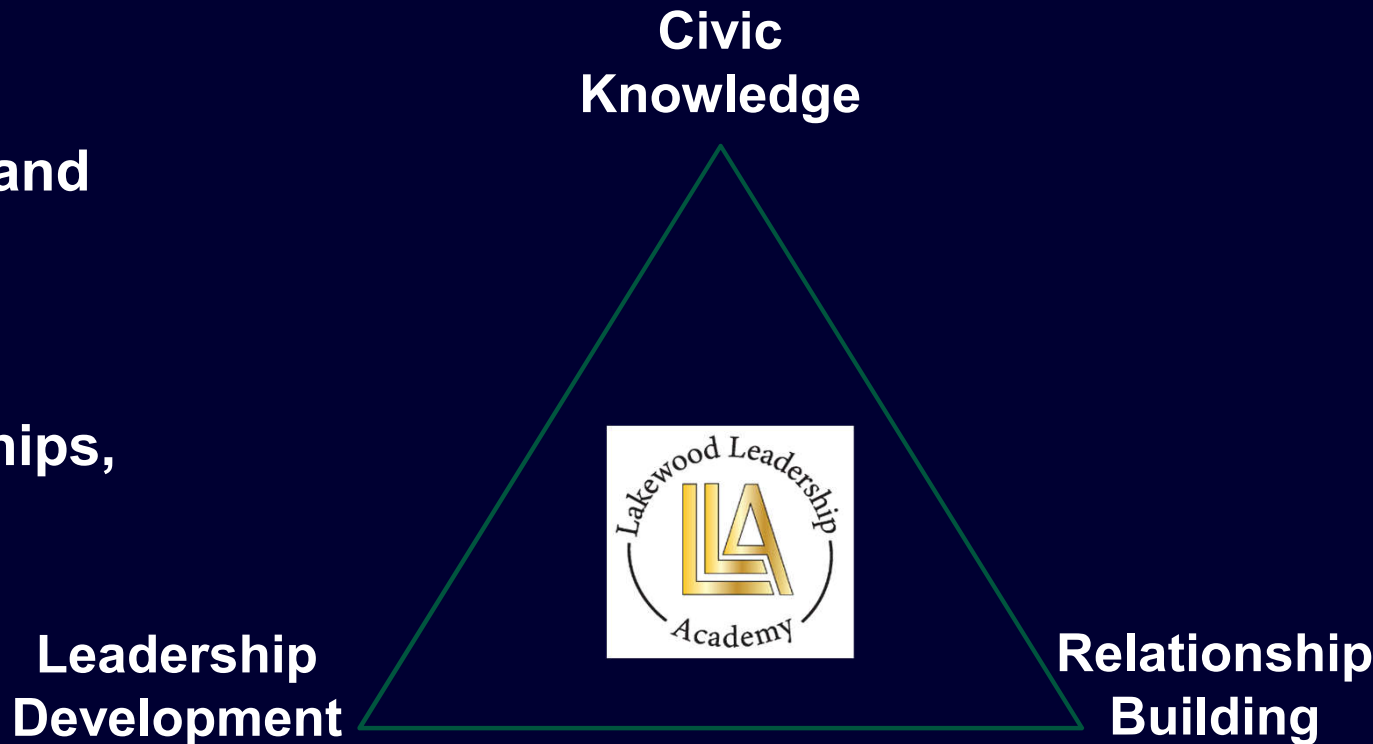


Module 1 Agenda

1. Welcoming remarks – Mayor Ariel Pe
2. Chamber of Commerce welcoming remarks – Joanie Dixson, Chair
3. LLA Mission and preview of upcoming modules – Paolo Beltran
4. Icebreaker: Let's get to know one another
5. Dinner
6. History and origins of Lakewood – Don Waldie and Thaddeus McCormack
7. Short break
8. City of Lakewood Operations: Administration and Public Safety – Frank Ontiveros and Joshua Yordt
9. Vision, Mission and Values group activity and civic engagement
10. CityTV video
11. Networking

Lakewood Leadership Academy's Mission

LLA aims to create opportunities for Lakewood residents and stakeholders to learn more about civic engagement, build community relationships, and develop tangible leadership skills.



LLA Modules Overview

**Achieve LLA
Mission**

Civic Knowledge

Module 1:
Getting to
know city
government 1

Module 2:
Getting to
know city
government 2

Module 3:
Achieving
Work/Life
Balance

Module 4:
Developing
leadership
skills

Module 5:
Diversity,
Equity and
Inclusion

Module 6:
Effective
communication
strategies

Module 7:
Building a
collaborative
team

Module 8:
Lakewood
Center Mall
Tour

Building Relationships

Leadership Development

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 have done?

This Evening's Speakers

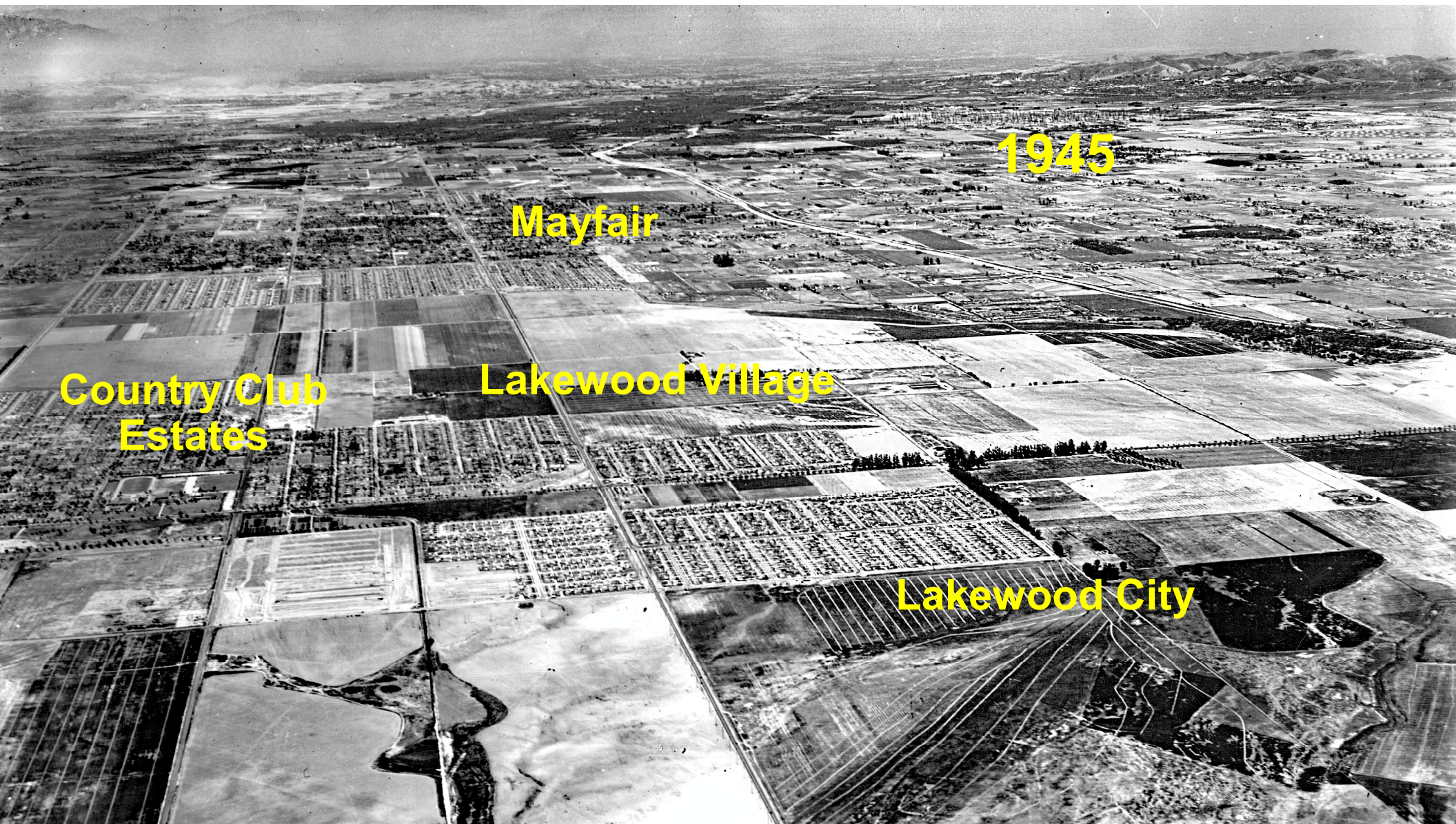


- **Don Waldie, Lakewood Historian Emeritus and Author**
- **Thaddeus McCormack, City Manager**
- **Josh Yordt, Director of Public Safety**



THIS IS
LAKEWOOD

From Post-War Suburb To New City



1945

Mayfair

Country Club
Estates

Lakewood Village

Lakewood City



1952

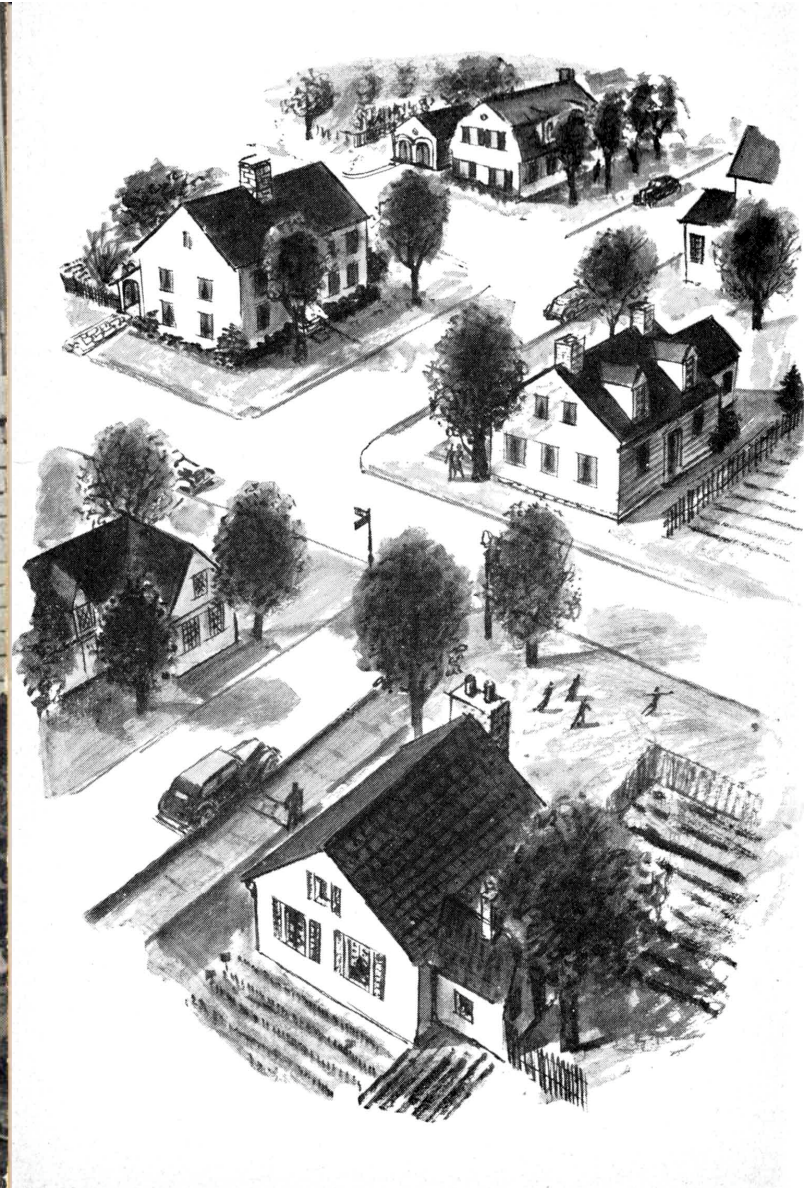
**The American Historical
Association produced
the GI Roundtable series
between 1943 and 1945.**



**SHALL I
BUILD a
HOUSE
after
the war?**



**EM 32
GI
ROUND
TABLE**



home—until dinnertime. And their parents will still be talking about the neighbors, arguing politics, deciding to move,

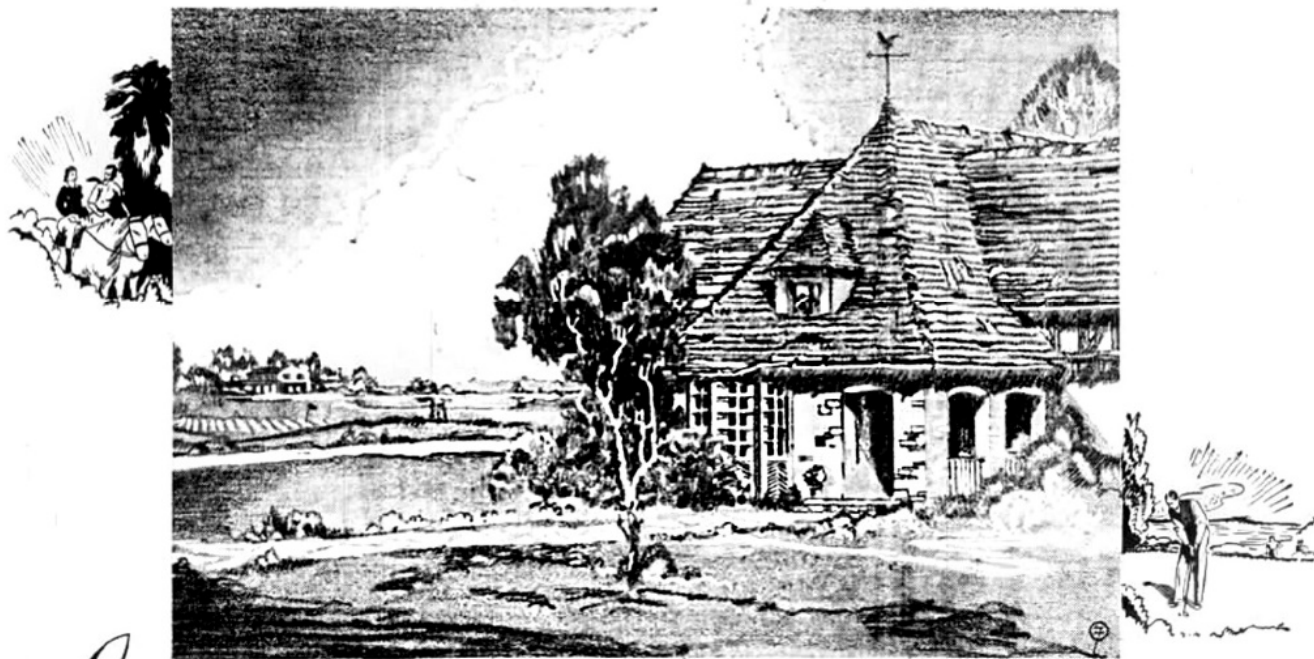


GI Roundtable EM 32

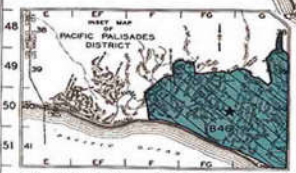
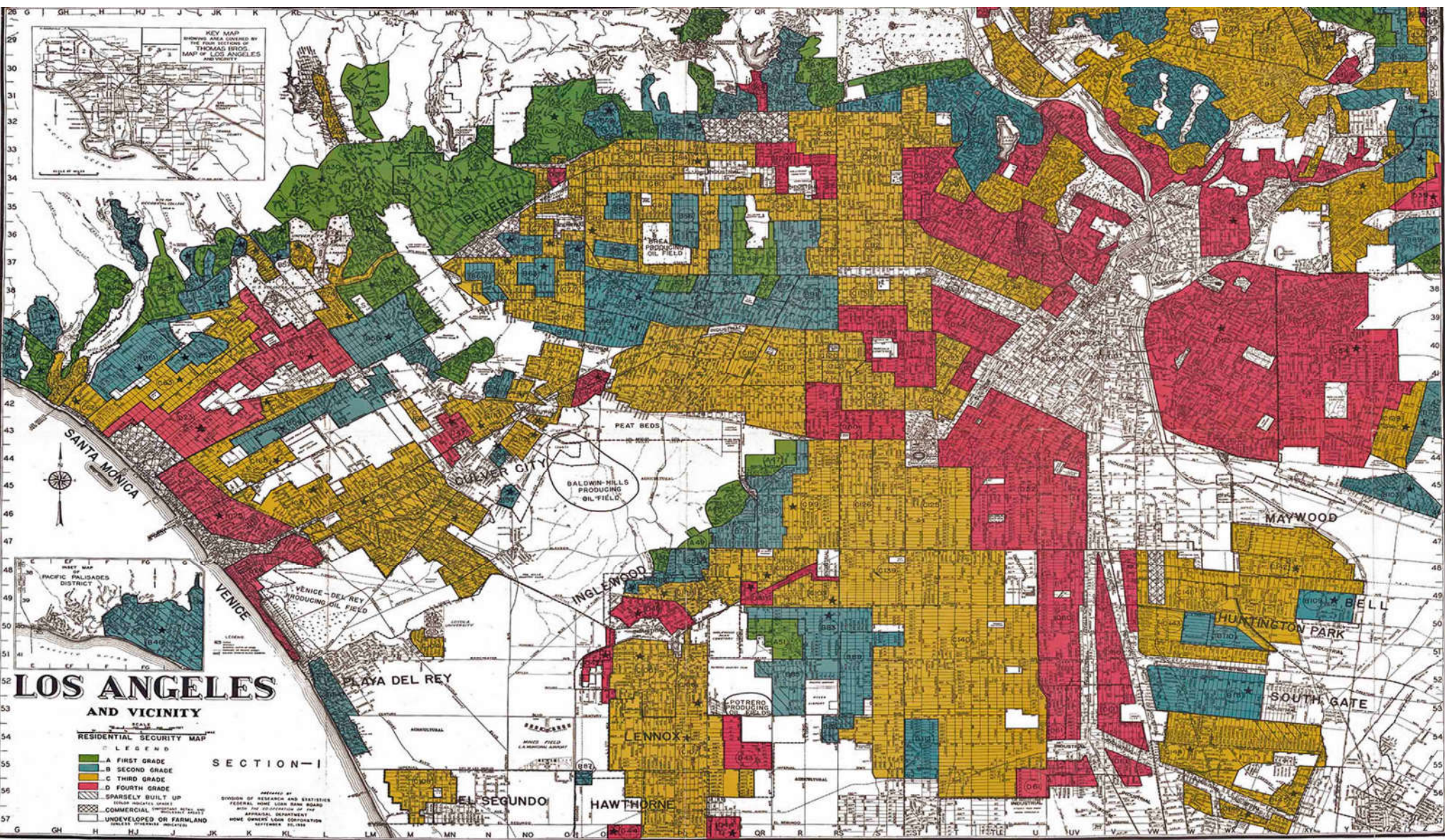


Levittown 1946

With the inviting vista of Lakewood's rolling
fairways...with protective restrictions of an all-inclusive nature



Here, indeed is **THE FLAWLESS SETTING FOR
HOMES OF permanent VALUE AND CHARM**



LOS ANGELES AND VICINITY

SECTION - I

RESIDENTIAL SECURITY MAP

LEGEND

- A FIRST GRADE
- B SECOND GRADE
- C THIRD GRADE
- D FOURTH GRADE
- SPARSELY BUILT UP
- GROUP INDICATED UNITS
- COMMERCIAL/INDUSTRIAL/STREET
- UNDEVELOPED OR FARMLAND

PREPARED BY
DIVISION OF RESEARCH AND STATISTICS
FEDERAL HOME LOAN BOARD
WITH THE COOPERATION OF THE
APPRAISAL DEPARTMENT
HOME OWNERS LOAN CORPORATION
SEPTEMBER 30, 1939

SECTION 3 ATTACHES HERE

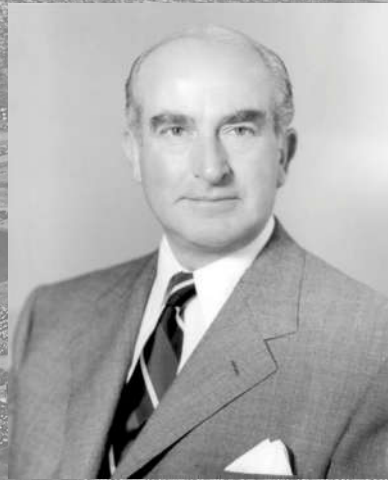
SECTION 4 ATTACHES HERE







Louis Boyar



S. Mark Taper

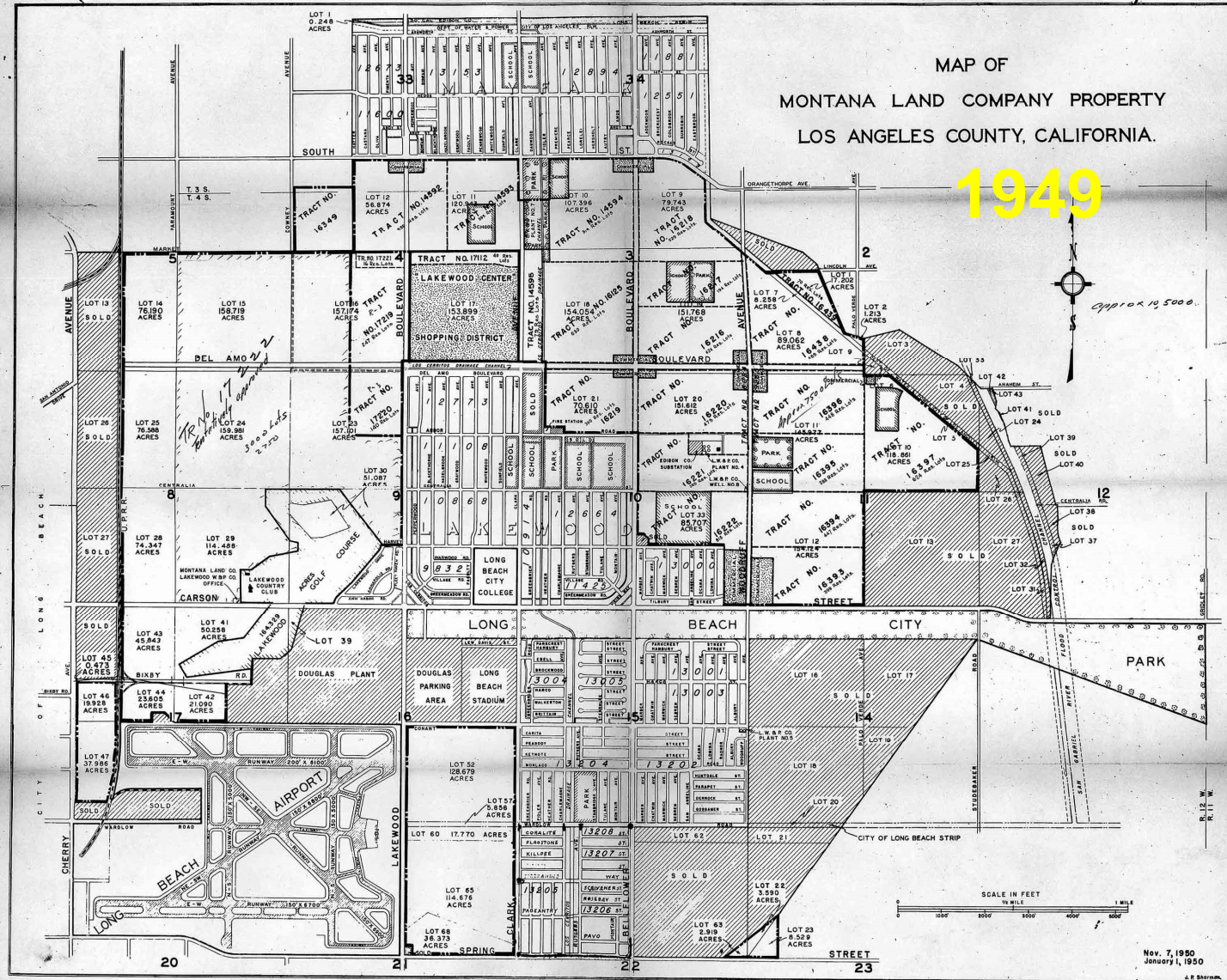


Ben Weingart

MAP OF
MONTANA LAND COMPANY PROPERTY
LOS ANGELES COUNTY, CALIFORNIA.

1949

Approx 19,500.



Nov. 7, 1950
January 1, 1950



February to December 1952









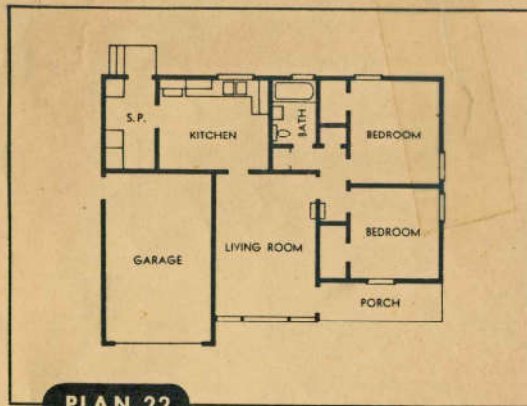




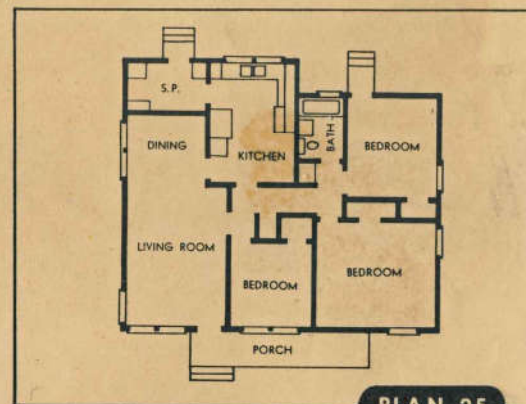


A New Definition of Home





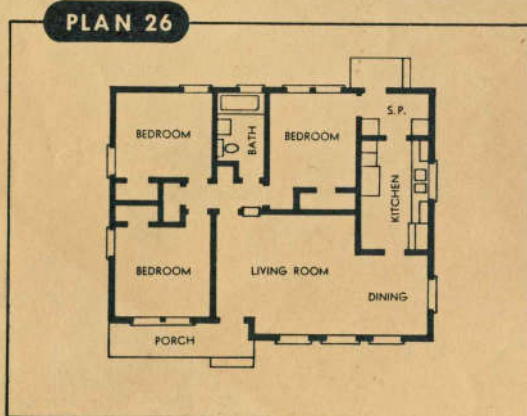
PLAN 22



PLAN 25

LAKEWOOD

THE FUTURE CITY AS NEW AS TOMORROW



PLAN 26



TWO BEDROOM HOMES WITH GARAGE

825 square feet

AS LOW AS \$7575

impounds and escrow fees only \$145

THREE BEDROOM HOMES WITH GARAGE

1050 square feet

AS LOW AS \$8525

impounds and escrow fees only \$155

NO DOWN PAYMENT

FOR VETERANS

Sales Office

5327 LAKEWOOD BOULEVARD

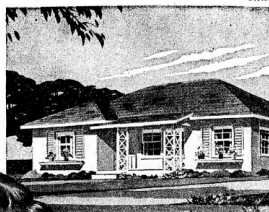
near South Street • LAKEWOOD

Roderic J. Tichenor & Co., Realtors, Exclusive Sales Representatives





Pop says
we're really going to "live"
in LAKEWOOD PARK!



New Schools



Outdoor Living

We bought a slick 2-bedroom home for \$44 a month and **NO DOWN PAYMENT** because POP'S A VETERAN!

oh boy... I guess we looked at about a million houses and then one night Pop said "Let's drive down and look Lakewood Park over." (It's open every night 'till 10). Well, that was rrr Mom's pretty funny—all women are, Pop says) but she fell for those Lakewood Park houses right away. While she was driving and talking about all the closet space and the hardwood floors and the garage disposal unit, Pop showed me how well the houses were built—she's got concrete foundations, (that'll save fuel and was healthy), diagonal subfloors, and aluminum screens.

mom had a hard time making up her mind which of the nine model homes and 39 floor plans she liked best. They were all so pretty. Finally she decided on a two-bedroom house with a big picture window, flower pot shelves, and a pink bathroom.

I think one of the things about Lakewood Park that made a big hit with my folks was that Lakewood Park isn't just a subdivision—it's a whole new suburban community. There'll be new schools, new churches, new shops,

including the new \$500,000 May Co. department store! A homes are new. (Mom just wouldn't have a home in an old neighborhood!) Pop's going to teach me how to play golf at L. Country Club. He and I are going to build a barbecue first thin sure have fun. And we're close to the beaches, too. Yep... we are going to "live" in Lakewood Park!

note to parents! It's a wonderful thing for children to go to a new community. We don't mean just the bright clean new tree-lined streets, new churches of every denomination, new schools (children can go from kindergarten through State without leaving Lakewood Park). We mean the wonderful making friends with boys and girls of their own age—peer-relationships possible only in a community of home owners. You need the feeling of security—if belonging. Lakewood Park p



**VETERANS
No Down
Payment!**

**2-bedroom homes
\$43**
A MONTH
everything included

**3-bedroom homes
\$50**
A MONTH
everything included
except taxes*



bring the children!
Park them in our new playground
...where they can play under
adult supervision.



EASY TO GET TO! From downtown Los Angeles drive east on Manchester and Firestone Boulevard to Lakewood Boulevard. Turn right and continue to South Street. Watch for the giant billboards...and the Lakewood Tower!

VETERANS...
Even if you have used
some of your G. I. Bene-
fit... come and see us!
Bring your discharge
papers.

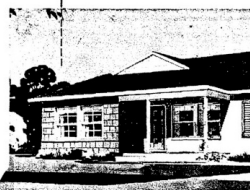


DON'T WAIT, COME OUT TODAY!
nine model homes completely furnished
'till 10 p.m. every night.

LAKEWOOD

THE 250 MILLION DOLLAR PLANNED COMMUNITY
SALES OFFICE: 5327 Lakewood Blvd. • below South St. • Opp.
Drive to the Tower

It's a load off
to know the
really going
**LAKEWOOD
PARK**



I'll admit I've worried ever since my son got out of the
Joan (that's my daughter-in-law) have been so
at a price they could afford, and in a neighbor-
hood where the children would grow up
certainly was a load off my mind when they boy

I just couldn't wish for a nicer home for them than
at Lakewood Park—so pretty and gay—so well
convenient that will make Joan's work easy—
cupboard space, stainless steel counter top, West
lavatory... when—I run out of breath long
things to say about these Lakewood Park homes!

and my son says that even if he should have to go
relief to know that his family will have the sec-
now I'm not one to give advice unasked,
where the whole family can enjoy real California

**Come and
see why
we're all**



**"living" in
LAKEWOOD
PARK!**



**No Down Payment
for VETERANS**

**2-bedroom homes
\$43**
A MONTH
everything included

**3-bedroom homes
\$50**
A MONTH
everything included
except taxes*



EASY TO GO TO! From downtown Los Angeles drive east on Manchester and Firestone Boulevard to Lakewood Boulevard. Turn right and continue to South Street. Watch for the giant billboards...and the Lakewood Tower!

LAKEWOOD Park
THE 250 MILLION DOLLAR PLANNED COMMUNITY
SALES OFFICE: 5327 Lakewood Boulevard • just below South Street • Open 9 a.m. to 9 p.m.
Drive to the Tower

Come today—see the nine model homes, completely furnished,
open and floodlighted 'till 10 every night.



easy to go to From downtown Los Angeles drive east on Manchester and Firestone Boulevard to Lakewood Boulevard. Turn right and continue to South Street. Watch for the giant billboards...and the Lakewood Tower!

**Carson Gardens SECTION
NOW OPEN**
Model Homes Furnished by May Co.
Carson St. at Woodruff Ave. (Just
One Mile East of Lakewood Blvd.)

LAKEWOOD Park
THE 250 MILLION DOLLAR PLANNED COMMUNITY

SALES OFFICE: 5327 Lakewood Boulevard • just below South Street • also Carson Street at Woodruff
Drive to the Tower

For further information call NEVada 6-4

Lakewood Center

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

May Co. opened in 1951





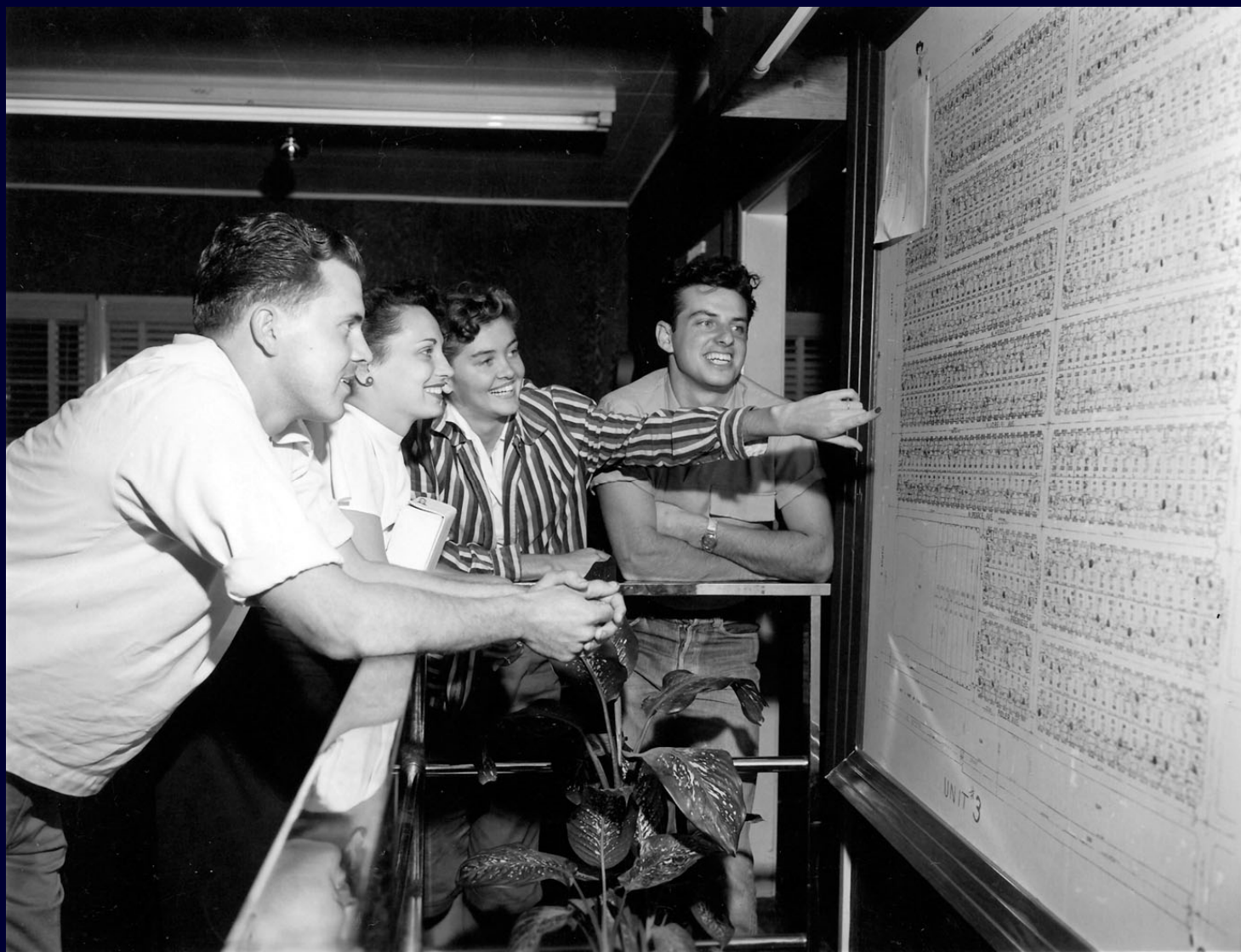
Selling Tomorrow



Paul J. Duncan, AIA









Denny's®

Lakewood
Youth
**HALL
OF
FAME**

EST. MARCH 20, 1982

THIS HALL OF FAME IS DEDICATED
TO LAKEWOOD'S YOUNG CHAMPIONS...
OUR HOPE AND PROMISE TO THE FUTURE.

MAYOR LARRY VAN NOSTRAN



THE SPLIT-LEVEL GAME ...About thrill-hungry suburbanites

THE ORGANIZATION MAN

WILLIAM H.
WHYTE, JR.
\$10R A117

THE CRACK IN THE PICTURE WINDOW KEATS

BB

THE SPLIT-LEVEL TRAP

Richard F. Gordon, M.D., Katherine K. Gordon and Max Gunther

LOVE IN SUBURBIA

THEY SPICED THEIR LIVES
WITH OTHER MEN'S WIVES

MONARCH
BOOKS

NO DOWN PAYMENT • John McPartland

Spectoroky •

THE EXURBANITES

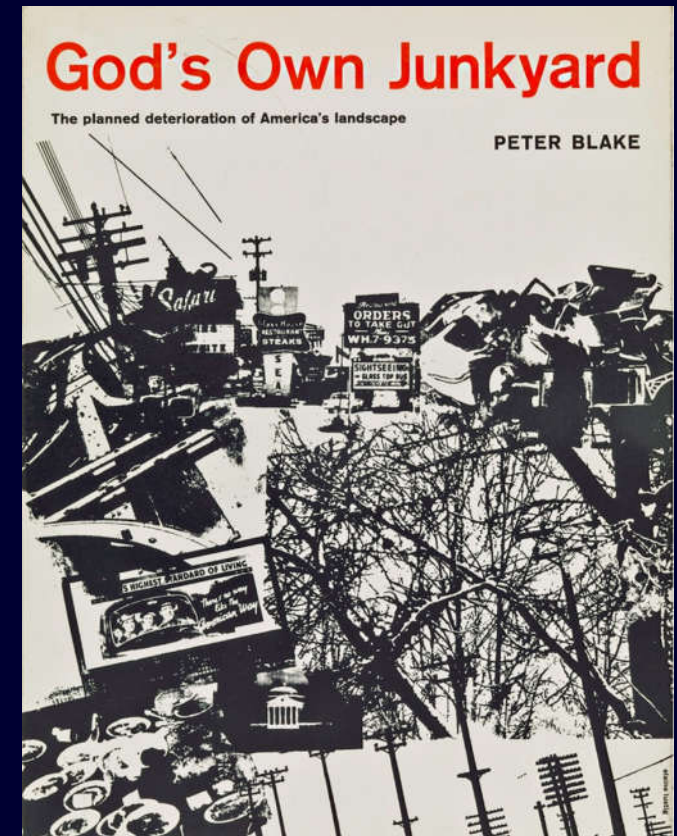
• *Lippincott*

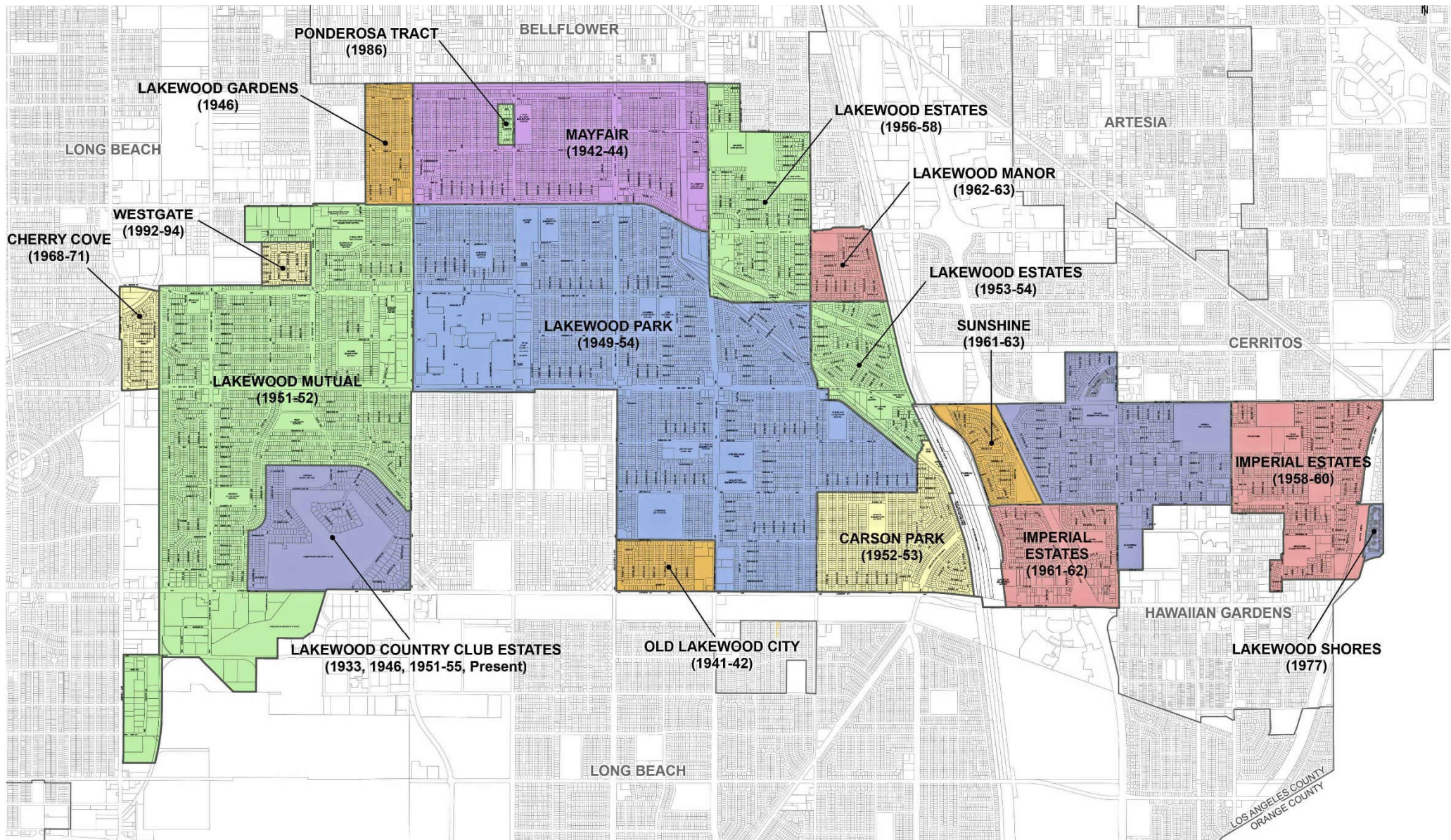
Suburbia's Coddled Kids

Peter Wyden



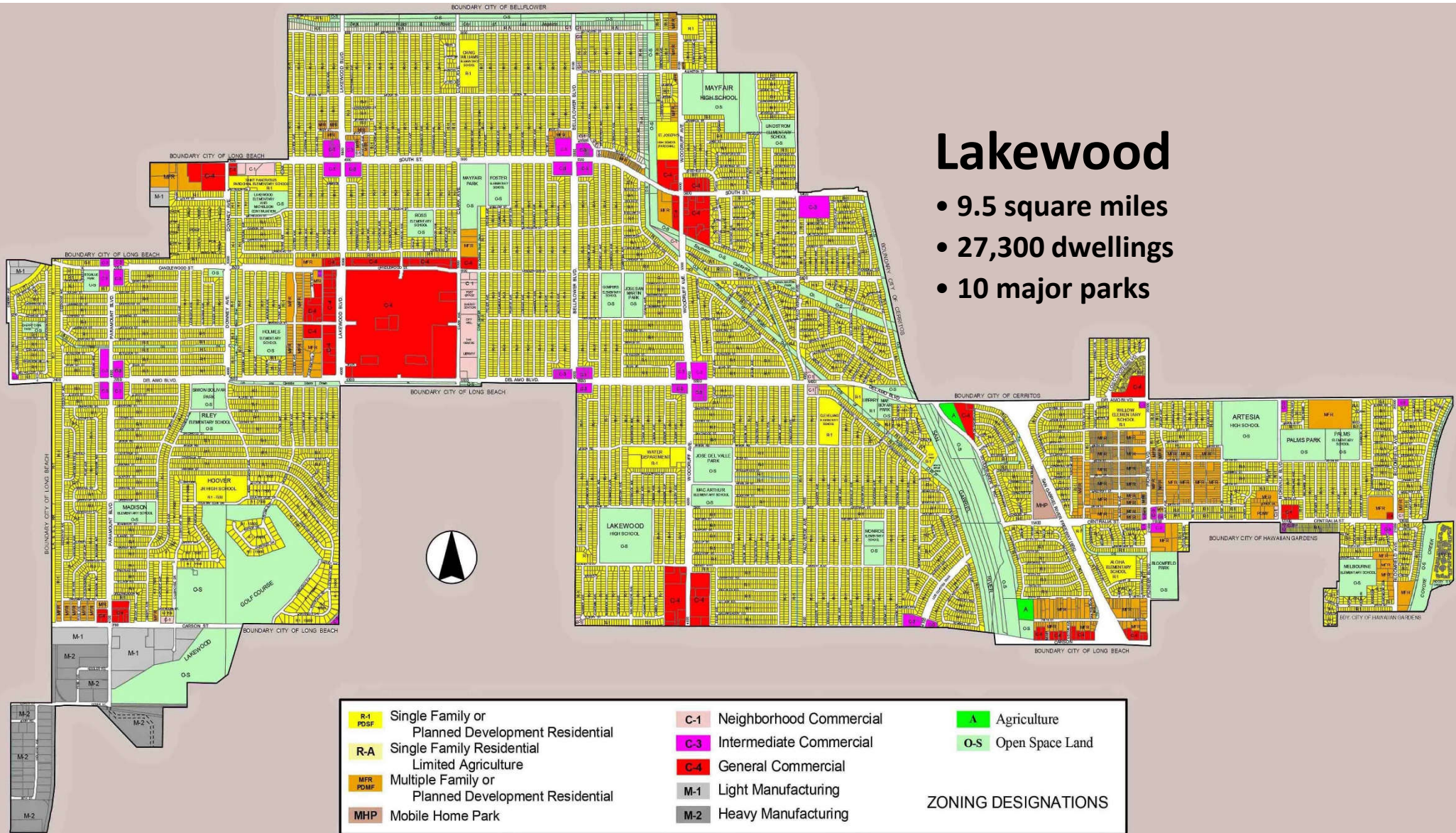
Doubleday

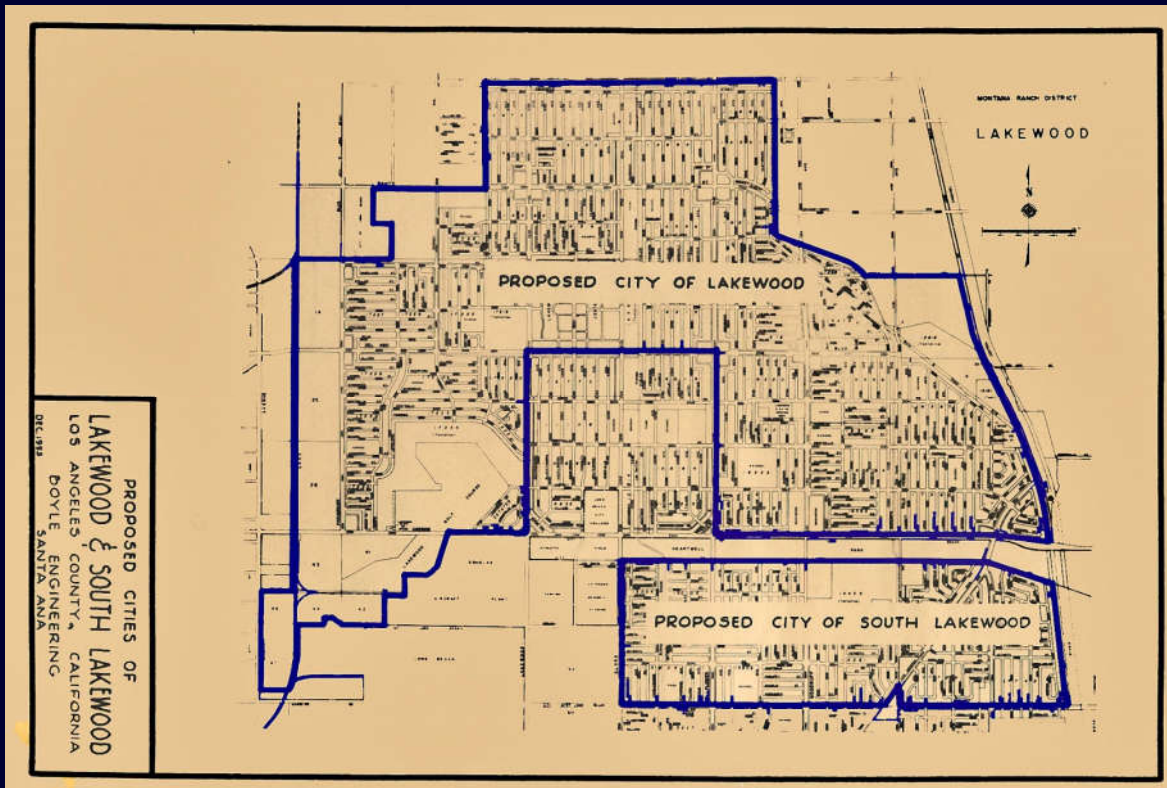




Lakewood

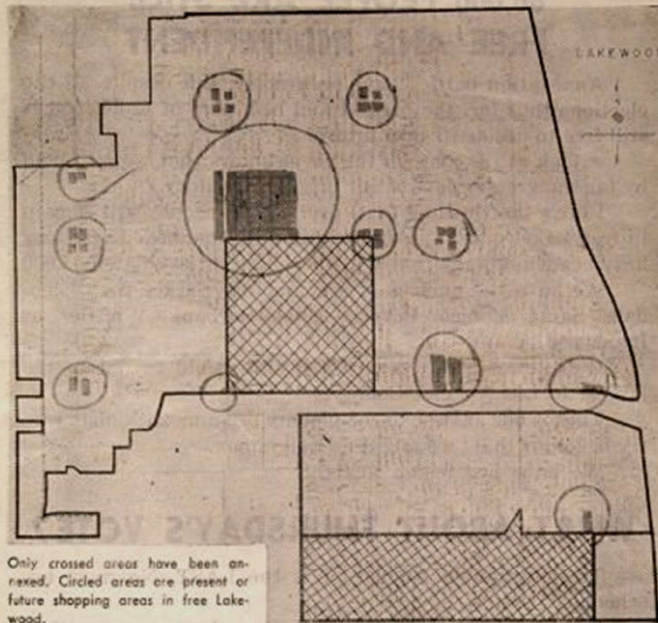
- 9.5 square miles
- 27,300 dwellings
- 10 major parks





1953 – 1954: Annexation & Incorporation

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 26th 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? Or 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 13.

It will be a simple question: "Should Jimmy Roosevelt run for Congress in the 26th district?"

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

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

Daily  *News*

WEDNESDAY, MAR. 10, 1954

2★

LOS ANGELES 54

TEL. RICHMOND 6565

M'Carthy blistered by GOP colleague

WASHINGTON, March 9.—(UP)—charges. The committee chose
Republican Sen. Ralph W. Yarby, Vice President Richard M. Nixon

VOTE BY PRECINCT

Unofficial Telephonic Returns		
Precincts	For Incorporation	Against Incorporation
1	286	210
2	379	172
3	408	222
4	371	134

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 27 precincts reporting, unofficial telephonic re-



Innovation: 'Contract City'

- **April 16, 1954** Incorporated under the **Lakewood Plan**
- **First in the nation**
- **'City without a payroll'** had just 3 employees
- **The Lakewood Plan** adopted by one-quarter of California cities and nearly all new cities in Los Angeles County



The Lakewood Plan

- **County agencies**

- Sheriff's law enforcement
- Building inspection
- Street maintenance



- **Private industry**

- Trash collection
- Street sweeping
- Information systems

- **Special districts**

- Fire protection
- Sanitation
- Libraries



The Lakewood Plan

- **City-supplied services**

- Neighborhood preservation
- Recreation programs
- Land use planning
- Facility operation
- Water utility





The Lakewood Way



Community safety





A welcoming community





Recreation for all



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. Jacoboni

Volunteerism





Neighborhood preservation





**Effective, accessible
city government**



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



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



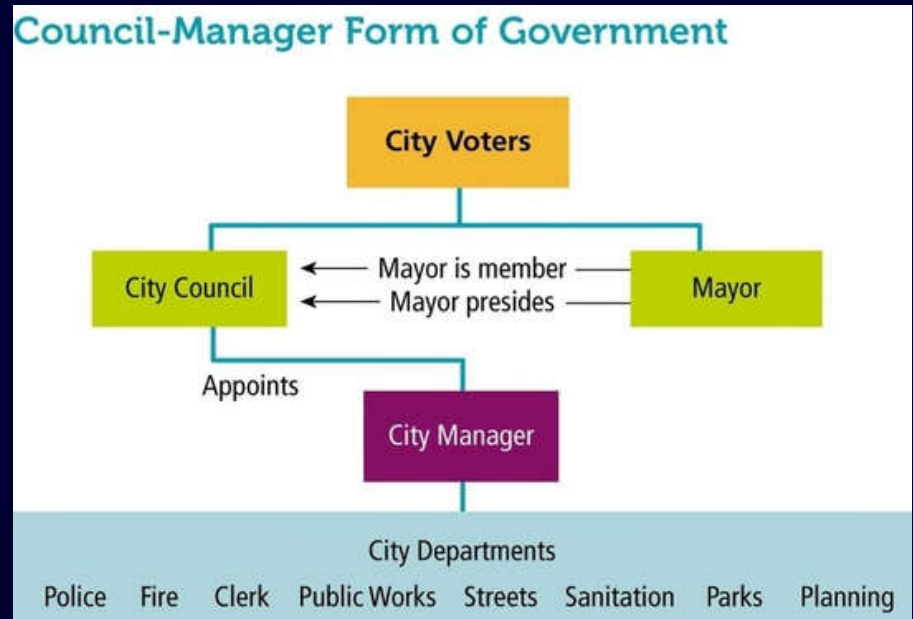
Cities

- 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

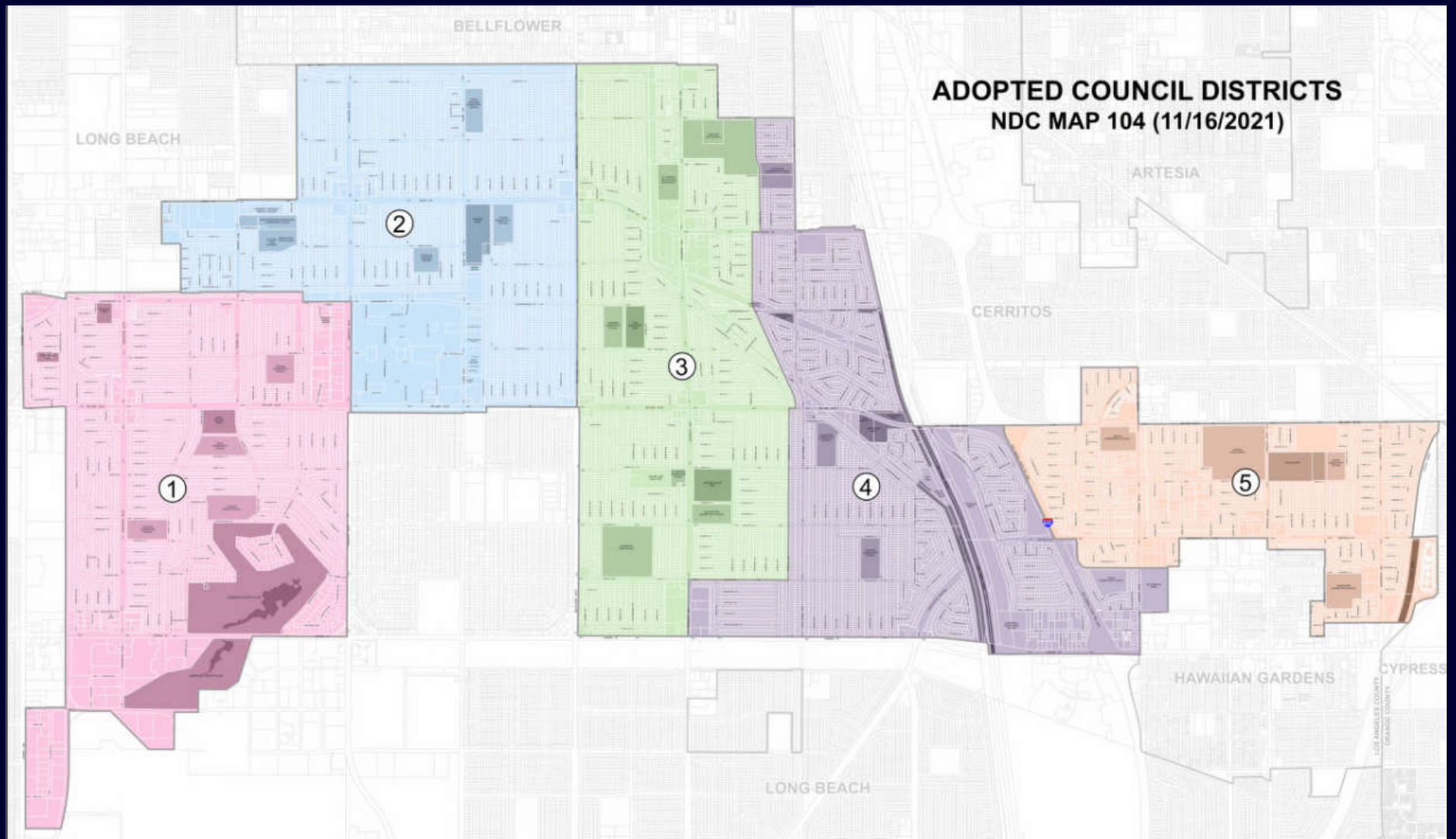
- The council-manager form is the system of local government that combines the strong political leadership of elected officials in the form of a council or other governing body, with the strong managerial experience of an appointed local government manager (City Manager).



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 by-district, and there are five districts in Lakewood.
- 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.





City Operations

- **These are the departments in the city:**
 1. **Administration (City Manager's Office)**
 2. **Public Safety**
 3. **Public Works**
 4. **Administrative Services (Finance)**
 5. **Community Development**
 6. **Recreation and Community Services**
 7. **Water Resources**

We have 181 full time employees and 357 active part time employees

Administration

City Manager's Office

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 staff;**
- **Develop action plans and programs to support the City's vision, mission and values and priorities and serve our great community.**
- **Administration oversees Communications, Public Information, Community Relations, CityTV, Personnel, City Clerk, Customer Service and Intergovernmental Relations divisions.**



City Clerk

- Oversees and maintains Lakewood's Public Records and records management system.
- Authenticates and distributes official city records and certifies the authenticity.
- Responsible for Lakewood's municipal elections.
- City's Liaison for the City Attorney's office



Personnel / Human Resources

- Responsible for all employee transactions such as new hires/promotions, separations and classification of jobs according to their duties.
- Maintenance of Personnel Records
- Manages employee benefits
- Conducts employee trainings encompassing safety, managerial and job-specific skills.



Public Information

- **First point of contact for Lakewood residents.**
- **Provides information regarding city rules and regulations, city provided services.**
- **Ensures that callers speak to a live person.**
- **Documents resident concerns and ensures that requests taken care of in a timely and efficient manner.**



Communication / Community Relations

- **Events: Lakewood Celebrates, State of the City, Award of Valor, Lakewood Celebrates and more.**
- **Campaigns including the Lakewood Beautiful Program and Mayoral and Council Initiatives.**
- **City publications such as Lakewood E-Magazine, City Website, Lakewood living and social media.**



Cable/City TV

- Produces programs about city events, history, city services and everyday Lakewood Living that
- Media is presented on Lakewood Channel 31 on Spectrum, City Website via Vimeo, social media.
- 1620 AM Emergency Radio station
- Also provides audio-visual services to other city departments.



Print Shop

- Designs City publications, catalogs, flyers and mailers
- Creates digital art for the website, social media, banners and much more.
- City's official photographers.




City of Lakewood

Department of Public Safety



Department Overview

The Public Safety Department coordinates and directs all Public Safety related services for the Lakewood community including Law Enforcement / Public Safety, Sky Knight, Emergency Management, and Safety Services with a focus on community engagement and maintaining high quality of life.



LAW ENFORCEMENT/PUBLIC SAFETY

➤ Lakewood Sheriff's Station

- Contract policing services provide dedicated Deputy units; Special Assignment Team focused on quality of life, nuisance/criminal activity, traffic safety; 2-Deputy Crime Suppression; Abatement Deputy addresses criminal code enforcement and homelessness; dedicated Mall Deputies

➤ LA County Fire Department

- Liaison with LACoFD regarding fire protection and EMS services, emergency management, and public outreach and engagement

➤ Public Safety Field Team of Community Safety Officers provide variety of supplemental law enforcement services

➤ Community Prosecutor Program

- Experienced Deputy DA assists city and Sheriff's staff to abate nuisance and criminal activity


➤ Homelessness

- Abatement Deputy works alongside Homeless Services Liaison to coordinate outreach services; Bell Shelter program

➤ Private Security

- Four unarmed, uniformed security guards patrol overnight 7 nights per week


SKY KNIGHT

-
- America's first airborne law enforcement, since 1966
 - Pilot program with city, Sheriff's and Hughes Aircraft using helicopter to respond to calls for service and proactive patrol; 18-month study resulted in decreased crime while surrounding areas experienced increased crime rate
 - Pilots are city employees; 1 Chief Pilot, 3 Relief Pilots; partnered with Deputy Observer; Two Robinson R44 helicopters
 - Fly Tuesday – Saturday, approx. 4pm to 12am
 - Respond to calls for service to provide air support to ground units; Quick response time, usually overhead in under 2 minutes
 - Proactive patrol over shopping centers, neighborhoods and parks, and areas more difficult for patrol vehicle
 - Provide contract air support for cities of Cerritos and Hawaiian Gardens
- 

COMMUNITY ENGAGEMENT

- Public Safety staff provide a variety of public education
 - Use of social media, eWatch monthly newsletter, eMagazine and other publications
 - “See Something, Say Something”, #9PMroutine
- Crime prevention programs
 - Neighborhood Watch, the Biz, catalytic converter engraving, past home security camera rebates
- Events
 - _____ with a Deputy, Kids n Cops, National Night Out, Public Safety & Emergency Preparedness Expo, Connect with Public Safety meeting series
 - Attend other community events to provide crime prevention and other safety information

EMERGENCY MANAGEMENT

- Shared responsibilities between two Emergency Managers, oversee programs and services for residents and staff
 - Public education and training includes Survive for 7 and Community Emergency Response Training; preparedness tips delivered via social media, eMagazine; Sounds the Alarm with American Red Cross
 - Staff training include annual response training refresher, annual EOC tabletop exercise, EOC section training and NIMS/SEMS
 - Will begin 5 year update of Local Hazard Mitigation Plan and Emergency Operations Plan in coming months
- 

SCHOOL SAFETY SERVICES

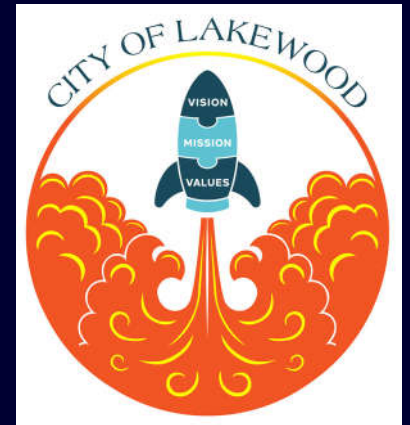
- Hybrid crossing guard program, utilizes contracted and city employed crossing guards
 - 20 crossing locations at marked crosswalks that service elementary schools based on Safe Routes to School mapping
- Healthy & Safe Initiative
 - Tailored curriculum for elementary students about making healthy and safe decisions.
 - TK/Kinder: Stranger Danger
 - 1st: Being a good person
 - 2nd: Careers and Goals
 - 3rd: Peer pressure
 - 4th: Social Media Safety/Vaping
 - 5th/6th: Peer pressure
- Red Ribbon Week
 - In October, staff from Sheriff's and Public Safety goes to selected school to deliver brief presentation and lead kids in Red Ribbon Week pledge

Questions



Vision, Mission and Values

- We recently unveiled Vision, Mission and Values for the city organization
- Group activity: Based on the Values Statement that you are assigned, come up with things that the city is doing that you believe meet these values and suggest things we could be doing that we aren't doing currently



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.

Feel free to chime in to let us know 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**

Announcements

- **February Module date change. New date is Wednesday, February 28th.**
- **Picture Day! February 28th.**
- **Lakewood Leadership Academy Facebook Group:**
<https://www.facebook.com/groups/lla2024>
- **Volunteer Day! RSVP Deadline is March 11th.**
Volunteer day is on Saturday, April 13th,

Contact Us

- **Thaddeus McCormack, City Manager**
tmack@lakewoodcity.org
- **Paolo Beltran, Deputy City Manager**
pbeltran@lakewoodcity.org
- **Joshua Yordt, Director of Public Safety**
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- **Frank Ontiveros, Administrative Assistant II**
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