



## **ANAHEIM CITY COUNCIL**

Curt Pringle, Mayor  
Bob Hernandez, Mayor Pro Tem  
Lorri Galloway, Council Member  
Harry Sidhu, P.E., Council Member  
Lucille Kring, Council Member

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**ANAHEIM  
CHAMBER**  
OF COMMERCE



*Presents*

# ***Highlights from Mayor Curt Pringle's 2009 State of the City Address***



***Tuesday, January 27, 2009  
The Grove  
Anaheim, California***

## ***2009 State of the City Address***

restrict, to ration, to mandate, and to punish or fine water users. This is not the Anaheim way. Anaheim's leaders prefer incentives and reward rather than punishment. And where they can, they lead by example.

This year, the City will launch a demonstration project that will showcase the latest in water recycling and water reclamation. Normally, investment in a water recycling facility is a massive undertaking, and for a city that is largely built out, like Anaheim, it can be nearly impossible. But with real leadership, it can happen. And it will happen in Anaheim.

A water recycling demonstration project will be built near City Hall to serve City Hall West, nearby businesses and local parks. The project will also provide water for public landscaping near the facility. In leading by example, Anaheim will show that efficient use of natural resources need not be dictated by command and control mandates, but by investments in new technology that make it worthwhile.

### Creating More Jobs

Funded by state and federal grants, local workforce programs have the mission of ensuring that employers have an available and adequately trained pool of workers. The Anaheim Workforce Investment Board (WIB) does—as it is currently structured—meet the needs of the job seekers or job providers in Anaheim. Mayor Pringle is proposing to assist the WIB to make it more effective, starting with a new identity, AnaheimJobs.com. The mayor also proposes to reinvigorate the agency, as well as change the make-up of the board to include more and different types of employers.

To make the organization more effective, AnaheimJobs.com should have a new website that aims to become the central hub connecting job seekers and employers in Anaheim. The mayor and other city leaders will encourage all Anaheim employers to post job openings on the new site. And as in other areas, the city will lead by example, posting all city job openings at AnaheimJobs.com. The top 20 employers in Anaheim have agreed to post all of their job listings on this newly named website.

### Making Room for Beauty and Sacred Space

As urban planning continues to evolve, different trends are embraced by government leaders and workers. Some forget the important that <sup>5</sup>

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business input, but not of the precise calculations and measurements that only the prestigious J.D. Power and Associates can provide. J.D. Power and Associates surveys millions of consumers each year about quality and customer satisfaction, and is one of the nation's leading firms specializing in measuring and analyzing customer opinions.

Anaheim's survey measured three city departments—police, public utility and building and planning—that have direct interaction with residents and businesses in the City. According to J.D. Power, 7 out of 10 Anaheim residents said they would likely recommend the City as a place to live or operate a business. However, there were also areas where the City has room to improve. Mayor Pringle called on the City to regularly conduct these surveys in order to better serve the public.

### Creating a Tech-Savvy City

In order to simplify interaction with City departments, Mayor Pringle outlined a goal to have every department provide online payment services by the end of calendar year 2009. Additionally, he would like City customers to have the ability to sign up to be billed for services with an on-line notice for reoccurring bills.

The Mayor also announced the creation of a Mayor's Technology Advisory Committee to advise city leaders on how to become a more technologically advanced, innovative, and user-friendly city. The Committee will produce a Blueprint for a 21st Century City designed to make Anaheim a customer-oriented, efficient provider of services. Their report will be due at the end of the summer.

### Conserving Water

California is in the midst of a drought. Major reservoirs around the state are at all-time lows and court-ordered restrictions on moving water from Northern California to Central and Southern California exacerbate the situation. With new mandates for conservation coming from Sacramento and regional governments, and the lack of state-wide political will at the same time to create more storage, the threat of a coming water crisis is very real and not in the distant future.

Many communities' first response to a reduction in water supply is to

## **ANAHEIM'S ACCOMPLISHMENTS AND MILESTONES IN 2008**

2008 was an exciting year in Anaheim. Topped off by the gold medal victory of the Anaheim-based USA Men's Volleyball Team, the year was filled with new businesses opening, housing being built, parks expanding and more.

From a fiscal perspective, the City continues to be financially stable. In the midst of national economic turmoil, Anaheim earned an AAA credit rating by Standard and Poor's. Throughout the year, the City took the steps needed to remain fiscally sound while minimizing negative impacts to city services, employees and taxpayers.

Significant improvements occurred in the city, in both the public and private sector. These included:

- Disneyland Resort announced a \$1 billion expansion of the California Adventure theme park. Disneyland is also refurbishing existing hotel properties, including adding 274 new rooms at the Grand Californian Hotel & Spa. In addition, Disneyland is planning a new parking structure with 7,000 new spaces.
- Anaheim's Resort Area continues to boom: Anaheim Garden-Walk opened, bringing new retail and restaurant establishments to the City, as well as planned hotels and timeshare units; Marriott's Springhill Suites was approved for a new 120-room all-suites 4-star property.
- New Kaiser Medical Center broke ground. The 27-acre project, estimated at \$750 million, will include two hospital towers and will create an additional 262 hospital beds in the City. The medical center, which is expected to be completed by 2013, will be Kaiser's biggest in Orange County. As part of the project, Kaiser is providing the City with \$2 million to improve the nearby Canyon Metrolink station.
- MUZEO: The museum enjoyed an exciting first year with signifi-

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cant new financial donations, new exhibits and new members of the board of directors.

- Platinum Triangle: By the end of 2008, 2,100 dwelling units were under construction or completed, as well as 38,000 square feet of commercial space. In addition, plans were finished and land was acquired for a new fire station within the Platinum Triangle.
- A new 312-unit residential housing project began in the Canyon Business Center. This project is the first significant housing development in the area, creating new housing stock close to jobs and local mass transit facilities.
- The City was awarded \$6 million grant to build Anaheim Coves, a new 116 acre park which will be built next to the Anaheim River.
- The City expanded Maxwell Park, as well as rededicated the historic Anaheim Red Cross House.
- Convention Center celebrated its 40<sup>th</sup> anniversary and also completed a remodel of the Convention Center arena. The City selected a preferred private developer to discuss future expansion plans of the Convention Center and the addition of a new luxury hotel.

## HIGHLIGHTS FROM MAYOR CURT PRINGLE'S 2009 STATE OF THE CITY ADDRESS

### Transportation of Tomorrow

With the passage of Prop. 1A, the voters approved \$ 9 billion to launch a High Speed Rail system. The first spur of which may be a high speed connection from Anaheim to downtown Los Angeles. At the same time, planning continues for ARTIC, the Anaheim Regional Transportation Intermodal Center.

### Investing in Clean Energy

In 2008, Mayor Pringle announced the creation of the Anaheim Center for New Energy Technologies, AC-NET, to create a public-private partnership between venture capital, technology leaders, the city, and Cal State Fullerton. This innovative partnership is designed to make Anaheim a leader in the development and deployment of an emerging growth industry, clean and efficient energy.

AC-NET recently announced the Clean Business Tech Plan competition. This contest challenges college students and entrepreneurs to submit ideas for new businesses in the area of new energy and water technologies. The first place winner will receive a \$25,000 award, with other prizes to other notable competitors. Some of the nation's leading venture capitalists in the field of energy efficiency and technology are backing this competition. The final competition and the selection of winners will take place in conjunction with Cal State Fullerton on April 15.

### Improving Customer Service

As announced in last year's State of the City address, the City of Anaheim commissioned JD Power & Associates, the well-known international marketing information services firm, to perform a customer satisfaction survey. This project was not an opinion poll, but a valid customer satisfaction survey.

This survey was a pioneering moment for both J.D. Power and Associates and the City of Anaheim. Many cities may seek resident and