

MEMORANDUM

DATE: July 15, 2011
TO: City Council
FROM: John Pietig, City Manager
SUBJECT: WEEKLY UPDATES

AlertOC Phone Notice Helps Locate Missing Man - Just after 5:00 p.m. last Friday, Police responded to a call of a missing 60-year old man who walked away from his home in the area of Pearl and Carmelita. The man has Alzheimer's and has trouble communicating so there was a sense of urgency. After searching for over an hour without any luck, an AlertOC message was sent to 2,126 phone numbers associated with the area from Diamond to Brooks and inland several blocks. One of the people receiving our AlertOC message located the man at about 7:15 p.m. He was reunited with his wife.

Business License Renewals On-line – Contractors and businesses that pay a flat rate can now renew their business license on-line through the City's [website](#). For more information about business license renewal please visit the City of Laguna Beach website at www.lagunabeachcity.net.

Coast Highway Right Turn Pocket Grant Awarded – In January the City Council authorized staff to submit a grant proposal to OCTA for design of a right turn pocket on South Coast Highway at Broadway. A grant in the amount of \$165,000 was approved by the OCTA Board in June. The City's 30% match will be \$71,000. The item will be brought to the City Council within a couple of months for appropriation of funds when the grant agreement is ready for approval.

Electric Car Charging Station Use – The two new stations have been open for just over a month. In that time there have been over seventy visitors plugging-in for just over 96 hours of charging time. Electric car owners are networking and it appears that they are very good at passing along the news of the new stations.

Reduction in Anticipated Revenue for the City - Last week the state diverted motor vehicle in-lieu revenue from cities which will cost Laguna Beach \$85,000. The County Assessor also released the property tax revenue assessments which show growth of 1.29% from last year which is less than the 2% anticipated in the budget. This reduces the anticipated revenue from property taxes by \$146,000 to the City. Together, these changes reduce General Fund revenues by \$231,000 and increase the operating deficit to \$934,000 this year. These changes will make the efforts to balance operating revenues and costs even more challenging and will require additional expenditure reductions in the future.

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