



## CITY OF SIGNAL HILL

2175 Cherry Avenue • Signal Hill, California 90755-3799

### THE CITY OF SIGNAL HILL WELCOMES YOU TO A REGULAR MEETING OF THE PARKS AND RECREATION COMMISSION

February 13, 2013  
6:00 p.m.

The City of Signal Hill appreciates your attendance. Citizen interest provides the Council, Agency and Commissions with valuable information regarding issues of the community. Meetings are held on the second Wednesday of every month. Meetings commence at 6:00 p.m. There is a public comment period at the beginning of the regular meeting as well as the opportunity to comment on each agenda item as it arises. Any meeting may be adjourned to a time and place stated in the order of adjournment.

The agenda is posted 72 hours prior to each meeting on the City's website and outside of City Hall and is available at each meeting. The agenda and related reports are also available for review at the Library on the Friday afternoon prior to the meeting.

During the meeting the Community Services Director presents agenda items for Commission consideration. The public is allowed to address the Commission on all agenda items. The Chair will announce when the period for public comment is open on each agenda item. The public may speak to the Commission on items that are not listed on the agenda. This public comment period will be held at the beginning of the public portion of the meeting. You are encouraged (but not required) to complete a speaker card prior to the item being considered, and give the card to a City staff member. The purpose of the card is to ensure speakers are correctly identified in the minutes. However, completion of a speaker card is voluntary, and is not a requirement to address the Commission. The cards are provided at the rear of the Council Chambers. Please direct your comments or questions to the Chair.

#### CALL TO ORDER – 6:00 P.M.

#### ROLL CALL

Chair Dudley  
Vice Chair Cunningham  
Commissioner Damrow  
Commissioner Davis  
Commissioner Lopez

#### PLEDGE OF ALLEGIANCE

## **PUBLIC BUSINESS FROM THE FLOOR**

Matters of general concern, which are not on the agenda, can be addressed during this portion of the meeting. However, State law (Brown Act) prohibits the City Council or Commissions from acting upon any item not posted 72 hours before a regular meeting and 24 hours before a special meeting. Please state your name for the official record using the microphone at the podium and courteously limit your remarks.

### **PRESENTATION(S)**

None

### **DISCUSSION ITEM(S)**

#### **(A) WORKSHOP/CIVIC CENTER MONUMENT SIGN WITH ELECTRONIC MESSAGE CENTER**

##### **Summary:**

The Parks and Recreation Commission will receive public testimony regarding the Civic Center Monument Sign with electronic message center proposed for installation at Signal Hill Park.

##### **Recommendation:**

The Commission will receive public testimony regarding the Civic Center Monument Sign and provide direction to staff.

#### **(B) UPDATES ON CITY COUNCIL ACTIONS, PARK PROJECTS AND PROGRAMS**

##### **Summary:**

Each month staff will provide an update on various actions, which affect the Community Services Department such as City Council direction, project status for park development, or other Community Services programs which have changed over the previous month.

##### **Recommendation:**

Receive and file the report.

#### **(C) REVIEW OF COMMISSION REVOLVING OBJECTIVES**

##### **Summary:**

Each month staff and Commissioners will provide an update on various actions taken regarding items identified on the Commission Revolving objectives.

**Recommendation:**

Update, receive, and file report.

**MINUTES**

Parks and Recreation Commission – January 9, 2013

**Summary:**

Attached for your review and approval are the minutes of the Parks and Recreation Commission January 9, 2013 meeting.

**Recommendation:**

Approve.

**COMMISSION NEW BUSINESS**

1. Chair Dudley
2. Vice Chair Cunningham
3. Commissioner Damrow
4. Commissioner Davis
5. Commissioner Lopez

**ITEMS AGENDIZED FOR NEXT MEETING**

**ADJOURNMENT**

The next regular meeting of the Parks and Recreation Commission will be held on March 13, 2013, at 6:00 p.m. in the Signal Hill Council Chamber.

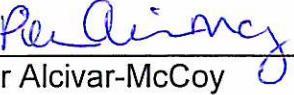
**CITIZEN PARTICIPATION**

Routine matters are handled most quickly and efficiently if contact is made with the City department directly concerned. However, if you would like to request that a matter be presented for Council, Agency or Commission consideration, you may do so by writing the City Council, City Manager, City Clerk or Commission Secretary. The deadline for agenda items is 12 noon on the Tuesday preceding the meetings. Agendas will be mailed to those who provide self-addressed, stamped envelopes to the City Clerk's office or Commission Secretary.

If you need special assistance beyond what is normally provided to participate in City meetings, the City will attempt to accommodate you in every reasonable manner. Please call the City Clerk's office at (562) 989-7305 at least 48 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.

## **AFFIDAVIT OF POSTING**

I, Pilar Alcivar-McCoy, Commission Secretary of the City of Signal Hill, do hereby affirm that a copy of the foregoing agenda was posted at City Hall, the Signal Hill Library, Discovery Well Park, and Reservoir Park, 72 hours in advance of this meeting.

  
Pilar Alcivar-McCoy

Commission Secretary

  
2/7/13

Date



## CITY OF SIGNAL HILL

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2175 Cherry Avenue • Signal Hill, California 90755-3799

February 13, 2013

Discussion Item (A)

### AGENDA ITEM

**TO:** HONORABLE CHAIR  
AND MEMBERS OF THE PARKS AND RECREATION COMMISSION

**FROM:** PILAR ALCIVAR-MCCOY  
DIRECTOR OF COMMUNITY SERVICES

STEVE MYRTER  
DIRECTOR OF PUBLIC WORKS

**SUBJECT:** WORKSHOP/CIVIC CENTER MONUMENT SIGN WITH ELECTRONIC MESSAGE CENTER

#### Summary:

The Parks and Recreation Commission will receive public testimony regarding the Civic Center Monument Sign with electronic message center proposed for installation at Signal Hill Park.

#### Recommendation:

The Commission will receive public testimony regarding the Civic Center Monument Sign and provide direction to staff.

#### Background:

The City periodically conducts community surveys and workshops to determine what people like and dislike about living in Signal Hill. Workshops to survey residents were held in 2006 as part of the City's Strategic Plan process. Among their likes were:

- Small town environment/friendliness
- Feeling of community activities & programs
- Opportunities for community involvement

- Overall ambience with civic pride
- City sponsored classes and senior activities
- Community Events

The Summer Concerts in the Park was a civic event that residents wanted to continue and to improve. The residents also identified other improvements to the community:

- Better communications with residents and increased awareness of all we have to offer
- Install community event electronic sign/electronic reader board for City events
- Better communications with residents – electronic signs

The concept of a City electronic message center actually pre-dated the 2006 community workshops. The first mention of the electronic message center occurred during the FY2002/2003 budget workshops. The City's budget process encourages the public and commissioners to suggest projects and improvements. The Parks and Recreation Commission submitted the electronic message center as a project which was listed in the budget. However, the project was not funded, due to more pressing budget considerations. The Commission recommended the electronic message center in subsequent budgets and also requested that staff explore other options, including the installation of banner poles on Cherry Avenue.

In April 2007, the Commission recommended inclusion of the electronic message center as part of the proposed Signal Hill Park Master Plan. In February 2008, the City contracted for a City-wide Recreation Needs Assessment with Moore, Iacofano and Goltzman, Inc. This Recreation Needs Assessment re-confirmed the residents' desire for an electronic message center. In Section 7.4 – Funding Analysis and Implementation Strategies, one of the issues identified was a lack of public awareness for recreation programs being offered by the City. Recommendations for improving public outreach included installation of an electronic reader board at a prominent site in the City.

Community Services and Public Works staff reviewed the option of installing poles on either side of Cherry Avenue that could be used to hang banners. Staff researched how the banners would need to be installed and evaluated the area available on the sidewalks if poles were added. It was determined that the Cherry Avenue was too wide to safely hang banners across it without completely shutting down traffic. In addition, installation of poles on either side of the street would interfere with pedestrian traffic and result in the City being out of compliance with Americans with Disabilities Act (ADA) standards. In May 2009, the Commission began reviewing design options for an electronic message center at Signal Hill Park.

From August 2010 to March 2011, the Parks and Recreation Commission discussed the design and location for a monument sign at a number of public meetings. The original location was proposed for the corner of Cherry Avenue and Hill Street. The sign was

originally planned to be installed parallel to Hill Street, and would have included a double-sided reader board that would have been visible to traffic in both directions.

Based on these public meetings, the City was contacted by a resident adjacent to the Civic Center regarding potential driver distractions with the monument sign. Staff requested a review by the City Traffic Engineer, Bill Zimmerman. His initial conclusion was that the sign may pose a potential distraction for motorists, and would present an obstructed viewing window in its proposed location and orientation. His recommendation was that the sign be relocated south on Cherry Avenue (near the existing park monument sign).

The Commission requested that the Traffic Engineer revisit the location at Cherry and Hill to determine if a set-back away from the immediate corner would be acceptable. They also requested a meeting with all parties to precisely site the sign. Subsequent to the February Commission meeting, staff met with the sign company, Public Works and IT staff, the City Traffic Engineer and representatives from the Parks and Recreation Commission to review the project onsite. It was determined that a 30 foot clearance away from the street light would be necessary to provide sufficient separation from the intersection light, and placing the sign at an angle to the street would be acceptable.

The technology of electronic message centers has advanced considerably from the time the Parks and Recreation Commission first recommended the sign in 2002. The most significant change has been the conversion to LED lighting and advanced computer software that controls the intensity, colors and sequencing of the message center. This allows a much greater range of options during operation of the sign.

### **Analysis:**

At their March 2011 meeting, the Parks and Recreation Commission accepted the location of the sign with a 30' set-back from the stoplight at a 45 degree angle to the corner of Cherry Avenue and Hill Street. At the April 5, 2011 City Council meeting, the Council reviewed and approved the final location and authorized development of construction documents. On June 19, 2012, the City Council awarded the bid to manufacture and install the sign.

Over the past decade, the concept of the electronic message center has been widely accepted in the community. However, recently concerns have been raised about the City's public outreach effort, the location of the sign and safety considerations. The City has also received concerns that Cherry Avenue (southbound) has speed and traffic issues regardless of whether the electronic message center is installed.

The Mayor directed the City Manager to schedule a community workshop before the Parks and Recreation Commission to review the sign proposal and take into consideration additional public comments. The Mayor also directed that the sign installation be placed on hold, pending the workshop and re-review by the Commission.

In preparation for the workshop the City mailed notices to all property owners and residents within 500 feet of Signal Hill Park (600 total), and all homeowners associations in the City. A flyer and letter were sent to residents in the municipal water bill, the flyer was posted on the City website, ads were placed in the *Signal Tribune* on February 1 and 8 and the meeting agenda, flyer and letter were posted at City Hall, the Library, Discovery Well Park, and Reservoir Park on February 7.

A canvas scale model of the proposed sign was prepared and installed in the proposed location of the new sign on February 5. This scale model should give the residents and drivers the approximate feel for the new sign and size of the electronic message center.

#### Traffic Engineer Report

In preparation for this workshop, staff requested that the City's Traffic Engineer review his original work based on public comments expressing concerns with the speed and safety of the southbound traffic on Cherry Avenue. The Engineer's report (see attached report) researched the traffic accident data for the intersection of Cherry Avenue and Hill Street, as reported annually to the Highway Patrol by the Signal Hill Police Department. The data indicates that over the past three years, a total of four accidents occurred at or near the Cherry Avenue and Hill Street intersection. The accidents were:

- 2 rear-end collisions
- 1 involved an unattended vehicle
- 1 involved "running" a red light

Of these accidents, only two involved the Cherry Avenue and Hill Street intersection where traffic control devices were implemented. As a result, the Traffic Engineer states, "Calculating the accident rate for this intersection per million vehicles results in 0.12 accidents per million. The expected rate for this intersection based upon the State and National standards as defined by Federal Highway Administration (FHWA) is 0.8 accidents per million vehicles." Using this measure, the accident rate for this intersection is much lower than the rate that could be expected for an intersection of this type.

Light pollution is another issue with a message center. As the Traffic Engineer states in his report, there are three key operational elements that have been identified:

- Brightness (Illumination)
- Display (Exposure Dwell) Time
- Display Change (Transition Twirl) Time

The City is concerned about the brightness (light levels) being intrusive to the surrounding neighborhood. Staff will have the capacity to dim the intensity of the lights

as well as turn the illumination off during evening hours. Staff is committed to actively managing the brightness to mitigate light pollution.

The Traffic Engineer is recommending the following mitigation measures for this project:

1. Adjust the illumination based on ambient light conditions.
2. Allow a minimum display time for each message of 8 to 10 seconds.
3. Display change time should not exceed 1 second.
4. Limit the hours of operation from 6:00 a.m. to 10:00 p.m.
5. Prohibit text from scrolling, moving, flashing and/or being animated.
6. Limit message sequencing to either a simple change, fading or dissolving into the next message.
7. Install a "Signal Ahead" sign with a flashing beacon in the southbound direction of Cherry Avenue.

The Commission may also wish to consider other mitigation measures suggested by the community at tonight's workshop. Additional mitigation measures may require further study and a report back to the Commission.

### 30-Day Review

If installation of the sign proceeds, staff would recommend that a review of the operation be conducted 30 days after installation. This review would be brought to the Parks and Recreation Commission and would include an assessment of the effectiveness of the mitigation measures.

### Use of City Media Policy

The City established a "Use of City Media" policy in 2000. The City Council adopted revisions to the policy in September 2004. At that time, the City's media resources included messages in the utility bills, the Signal Hill Auto Center message board, cable TV announcements, the City website and City Hall displays. The key provisions were:

- Signal Hill organizations were defined as those specifically established to benefit institutions and programs solely located within the City of Signal Hill.
- Qualified users were defined as Signal Hill organizations, governmental agencies and other non-profit organizations as approved by the City Council.
- Community organizations not specifically listed in the policy must meet specific criteria.
- The application and approval process was clarified.
- Maximum periods for listing on the website or cable channel as well as guidelines for use of other media were established.
- Priority of organizations and prohibitions regarding use of media were approved.

Prior to use of the message board, the Parks and Recreation Commission will review the current policy and make recommendations regarding any changes or additions required for this new medium. This may include incorporating the mitigation measures into the policy for future reference (see attached policy).

Public Comment

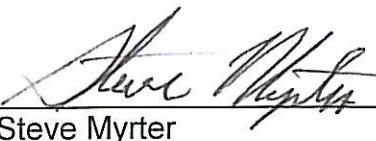
In an attempt to reach residents who may have an interest in providing comments regarding the electronic message center, staff distributed information regarding this public workshop through a variety of methods, including:

- Letter and flyer mailed directly to all residents located within 500 feet of Signal Hill Park
- Letter and flyer included in utility bills which were mailed January 31
- Letter and flyer mailed directly to all homeowners associations in the City
- Advertisement in the *Signal Tribune* on February 1 and 8
- Information on City website
- Flyers at City counters
- Posting of meeting agenda, flyer and letter at City Hall, the Library, Discovery Well Park and Reservoir Park on February 7

In response to this outreach, staff received several phone calls, letters and emails from residents prior to the workshop. Copies of those comments are attached as part of the official record.

Approved:

  
\_\_\_\_\_  
Pilar Alcivar-McCoy

  
\_\_\_\_\_  
Steve Myrter

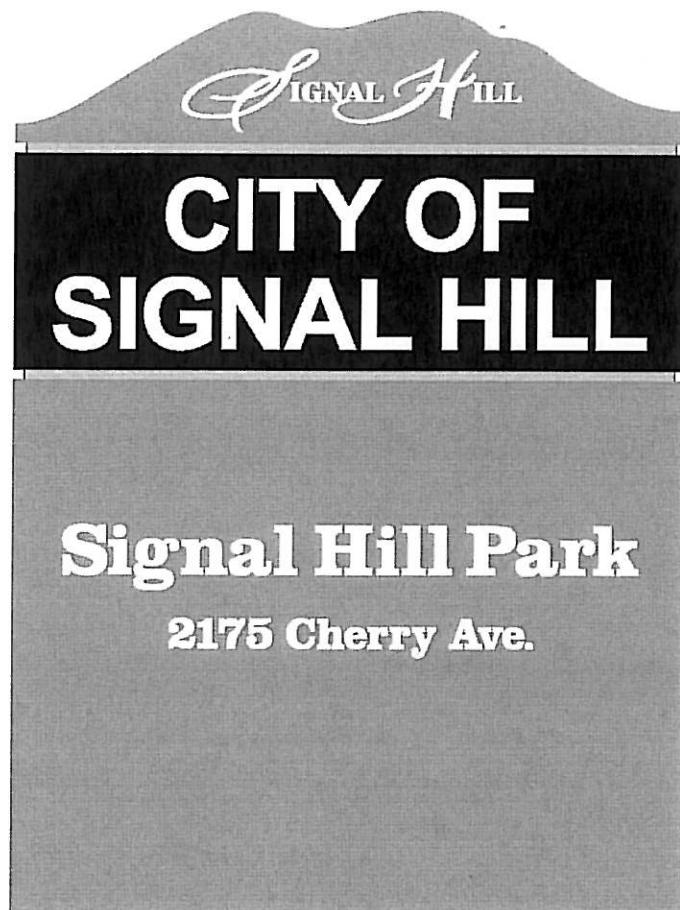
Attachments:

- City Traffic Engineer Report
- Use of City Media Policy
- Public Comments

CIVIC CENTER MONUMENT SIGN  
WITH ELECTRONIC MESSAGE CENTER  
SITE SAFETY AND LOCATION ANALYSIS

Prepared for:

The City of Signal Hill



**FINAL**

Prepared by:

W.G. Zimmerman Engineering, Inc.  
5772 Bolsa Avenue, Suite 200  
Huntington Beach, CA 92649  
Phone: (714) 799-1700  
Fax: (714) 799-1701

January 2013

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## **Appendix**

1. EXHIBIT 1 SIGN DIMENSIONS
2. EXHIBIT 2 SITE LAYOUT
3. REFERENCE LIST

## **Section 1: INTRODUCTION**

This study evaluates the proposed location of the Civic Center Monument Sign and Electronic Message Center for safety and view ability. The monument sign is proposed at the corner of Cherry Avenue and Hill Street. Its purpose is to serve as a Civic Center monument sign and provide notification of community events through the electronic message board. The height of the sign is 13'-7" with a width of 10'-1". The message board is 3'-3" tall and 10'-1" wide (including edge banding). A sign elevation view and site location is provided as Exhibit 1 and Exhibit 2, respectively.

Previously, the City considered two locations for the Civic Center Monument Sign with Electronic Message Center. Two wood framed monument sign mock-ups were placed along Cherry Avenue to illustrate the height, width, and location of the proposed sign. One was located at the intersection of Cherry Avenue and Hill Street, facing southbound traffic and adjacent to the traffic signal. A second was placed at the Signal Hill Park Monument Sign. An analysis was performed of these two sites with the results discussed in a Memorandum dated November 2, 2010. The Memorandum performed a site analysis of view ability, location setting, and safety for both locations. The analysis of the proposed sites included photographs of the sites from different perspectives, accident history review, and driver viewing angles. The results recommended relocation of both sites. An alternative site was developed for consideration along Cherry Avenue, south of the Signal Hill Park monument sign. At the November 10, 2010 Parks and Recreation Commission meeting, the results of the analysis were presented. Staff was directed to analyze the option of placing the Monument Sign at a 45-degree angle with the intersection of Cherry Avenue and Hill Street. A field review was conducted with City Staff and members of the Commission present to discuss this option and determine placement criteria based upon safety and sign visibility.

## Section 2: SAFETY ANALYSIS

### Existing Intersection Condition:

Cherry Avenue is a major north-south arterial with approximately 26,000 vehicles per day. Hill Street is an east-west collector street which transitions to a private community 300 feet east of Cherry Avenue. The average daily traffic for Hill Street is 3,250 vehicles between Walnut Avenue and Cherry Avenue. The posted speed limits for Cherry Avenue and Hill Street are 40 MPH and 30 MPH, respectively.

City Hall is located at the southwest corner of the intersection and the City Hall building is set back from Cherry Avenue and Hill Street. At the Northwest corner, a two story office building is set back from Cherry Avenue approximately 27 feet. An existing 20 foot tall retaining wall is located at the northeast of Cherry Avenue and Hill Street and located behind the back of walk. At the southeast corner of the intersection is a multi-family residential complex which is set back from Cherry Avenue approximately 27 feet from the curb.

A traffic signal is provided for the Cherry Avenue and Hill Street intersection with crosswalks and audible countdown pedestrian signals provided for all four legs. Left turn pockets are provided for the northbound and southbound direction of Cherry Avenue. Bus stops are provided south of Hill Street in the southbound direction and north of Hill Street in the northbound direction.

### Traffic Signal Conflict Analysis:

A Traffic Signal Conflict Analysis was conducted for the proposed location of the Civic Center Monument sign for safety of motorist and pedestrians. The proposed sign will be constructed approximately 30 feet from the existing traffic signal pole located at the southwest corner of Cherry Avenue and Hill Street and aligned at a 45 degree angle with the intersection. This traffic signal pole consists of a mast arm with a traffic signal head for thru traffic, a left turn traffic signal head, an overhead street light, pedestrian pushbutton and countdown pedestrian head, and a supplemental signal head for thru

traffic. The supplemental signal head is located on the side of the signal pole facing southbound Cherry Avenue traffic

The analysis focused on the possible conflict of the supplemental traffic head with the Civic Center Monument Sign with the electronic message center. The recognized standard for traffic control devices in the State is the California Manual on Traffic Control Devices (CA MUTCD). This manual was adopted as the standard for traffic control devices under Section 11340.9(h) of the California Government Code and Section 21400 of the California Vehicle Code. Since 2003, this manual has been used as the standard of practice by traffic engineers in California.

This analysis was based upon the following CA MUTCD Sections and based upon engineering judgment as defined under Section 1A.09 "Engineering Study and Engineering Judgment."

Section 1A.08 "Authority for Placement of Traffic Control Devices", states that "*Signs and other devices that do not have any traffic control purpose that are placed within the highway right-of-way shall not be located where they will interfere with, or detract from, traffic control devices.*"

Section 4D.12 "Visibility, Aiming, and Shielding of Signal Faces", states that "*There should be legal authority to prohibit the display of any unauthorized sign, signal, marking, or device that interferes with the effectiveness of any official traffic control device (see Section 11-205 of the "Uniform Vehicle Code").*" Legal authority has been granted to the State of California and the City of Signal Hill by adopting the CA MUTCD as the standard for traffic control devices.

#### Site Specific Analysis:

The location of the monument sign is offset away from the supplemental traffic signal head (located at the southwest corner of the Cherry Avenue and Hill Street Intersection) by approximately 10 feet to the easterly edge of the sign and 12 feet to the middle of the sign. This clear zone provides a visual context separation between the vertical red,

yellow, and green of the supplemental traffic signal head change with the background vegetation of the City Hall park area and the proposed Civic Center Monument Sign. The electronic messages displayed on the Civic Center Monument Sign and in conformance with Sections 1A.08 and 4D.12 of the CA MUTCD and do not interfere with the traffic signal operations.

### **Section 3: DRIVER DISTRACTION ANALYSIS**

Electronic message boards are becoming common along freeways, next to event centers and colleges. For example, Long Beach Community College recently erected a large full color electronic message board near the intersection of Pacific Coast Highway and Orange Avenue. These signs are commonly operated using generally accepted practices to minimize driver distraction. These practices are implemented by Caltrans and other highway safety organizations.

#### Accident Data Review:

Accident data was collected from the Signal Hill Police Department over the past three years to determine the number of traffic control related accidents. A total of four accidents occurred at or near the Cherry Avenue and Hill Street intersection. Two recorded accidents involved rear-end collisions, one involved an unattended vehicle, and one involved “running” a red light. Both rear-end collisions occurred in the southbound direction of Cherry Avenue. One was located north of the Hill Street intersection. The driver of the second vehicle was cited for driving at an unsafe speed. The second rear-end collision was south of Hill Street and involved four vehicles. The second driver was cited for following too close. The accident involving running the red light was in the northbound direction of Cherry Avenue and hit an eastbound vehicle. The operator of the vehicle in the northbound direction was cited for failure to stop at a red light.

Two of these accidents occurred over a three year period approaching the Cherry Avenue and Hill Street intersection where traffic control devices are implemented. Calculating the accident rate for this intersection per million vehicles results in 0.12 accidents per million. The expected rate for this intersection based upon the State and

National standards as defined by Federal Highway Administration (FHWA) is 0.8 accidents per million vehicles.

**Driver Distraction Research:**

Electronic messaging boards' impact on driver distraction has been evaluated by Federal, State, and Local agencies across the country. These evaluations have focused on the driver's attention, sign visibility, potential incidents, and the impacts to the community. The type of electronic messaging board evaluated varied from a full motion LED display (similar to a TV monitor) to a standard three line CMS (changeable message sign) for traffic control purposes.

The main purpose of each evaluation study was to determine the impacts of electronic messaging board on driver safety. The key factors assumed for these studies included; type of billboards, roadway type and geometry, types of vehicles, driver demographics, and sign environment. Each of these key factors included a variety of variables including, but not limited to; sign location, contrast, sight distance, dwell time, rate of change, horizontal and vertical roadway conditions, intersections vs. interchanges, traffic conditions, driver age, years driving, visual clutter, ambient lighting, and type of message conveyed. A summary of findings is presented in the "Effects of Commercial Variable Message Signs (CEVMS) on Driver Attention and Distraction: An Update," prepared by FHWA. Section 2.7.2 Methodological Implications of this report suggests that each situation is unique based upon the type and size of message board deployed and driving environment condition. This study also recommends further study on the impacts to driver safety. Similarly, literature review cited in the FHWA report as well as research for this analysis found the results to be also inconclusive. Reference research is provided in the Appendix of this report.

**Section 4: MESSAGE BOARD OPERATIONAL ANALYSIS**

The operational effects on driver attention, visibility, and impacts to the community have been well documented through governmental bodies including, Federal Highway Administration, American Association of State Highway Officials, Local Agencies,

Transportation Research Board, American Planning Association, and Institute of Transportation Engineers. Three key operational elements have been identified:

1. Brightness (Illumination)
2. Display (Exposure Dwell) Time
3. Display Change (Twirl or Transition Time)

Brightness:

Brightness was defined in terms of Luminance (nits) which is the measure of light emanating from an object. The researched documents provided a range based upon the ambient light conditions and the time of day. In general, daytime operations range from 5,000 to 7,000 nits, adjusted based upon the ambient light conditions, and a nighttime limitation of 500 nits.

Display Time:

The recommended Display Time is based upon the Speed of the vehicles passing the sign and the ability of the driver to read a displayed message. A 1999 National Alliance of Highway Beautification Agencies survey documented that the timing boundaries varied from 4 seconds to 10 seconds with an average time of 7.32 seconds. "Impacts of using Dynamic Features to Display Messages on Changeable Message Signs" sponsored by FHWA, documented that the average driver can read a three-line message in 7.2 seconds (page 19). A study prepared for the City of Minnetonka by SRF Consulting Group, Inc. titled "*Dynamic Signage: Research Related to Driver Distraction and Ordinance Recommendations*" – determined the number of messages read based upon speed. At 45 MPH, a display time of 6 seconds allowed for 8 messages and a display time of 8 seconds allowed a total of 6 messages.

Display Change Time:

Display Change (transition) time or "Twirl" time is defined as the amount of time (in seconds) for one message to transition into another message. Transitioning from one message to another can be accomplished through various techniques such as fading into the next message, fading into black, quick change, and dissolving. The maximum transition time ranges from "0" seconds to 2 seconds with the former recommended to reduce driver distraction.

## Section 4: RECOMMENDED MITIGATION

### Brightness:

The illumination shall be adjusted based upon the ambient light conditions to minimize driver distraction. Adjustments or fine tuning should be maintained at initial installation and at regular intervals after installation.

### Display Time:

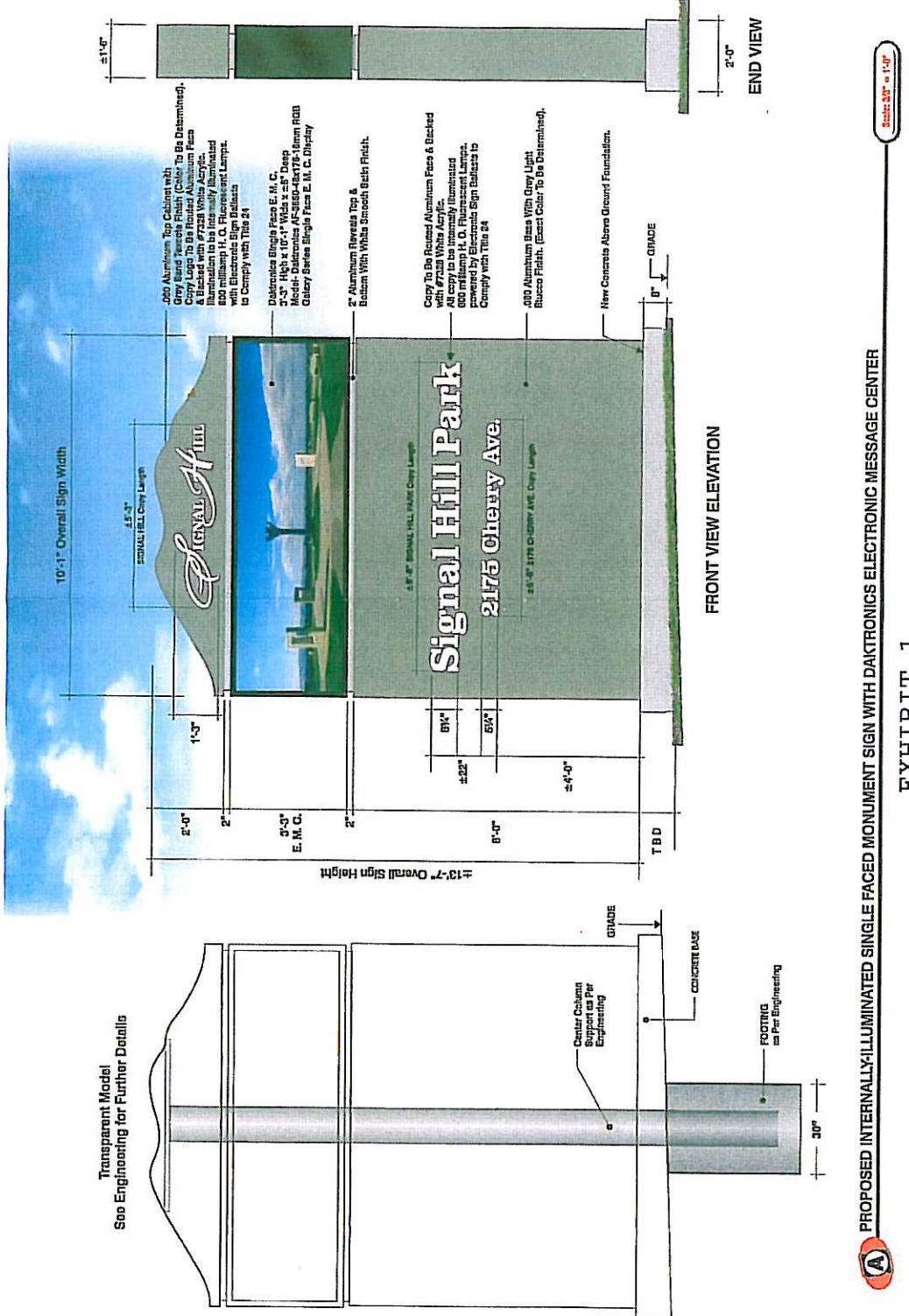
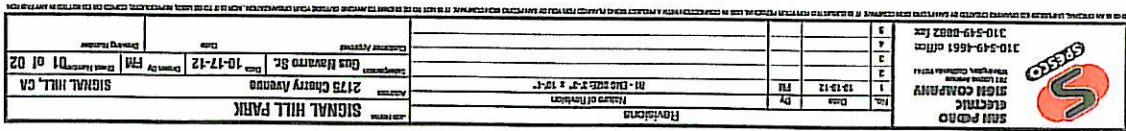
An Engineering and Traffic Survey for Speed Zone Limits was conducted in February of 2010. The 85<sup>th</sup> Percentile Speed was 34 MPH between Burnett Street and Hill Street, and 27 MPH between Hill Street and 21<sup>st</sup> Street. The posted Speed Limit is 40 MPH. Based the posted speed limit, the recommended minimum display times range between 8 to 10 seconds.

### Display Change Time:

The recommended display change time should not exceed 2 seconds. Based upon SRF Consulting Group, Inc.'s *"Dynamic" Signage: Research Related to Driver Distraction and Ordinance Recommendation*, recommends a maximum transition time between "0" to 2 seconds to reduce wait times between messages. Less time transitioning between messages reduces the potential for driver distraction; therefore, a maximum value of 1 second is recommended.

The following additional Mitigation Measures are recommended for this project:

1. Limit the hours of operations from 6:00AM to 10:00PM
2. Prohibit Text from Scrolling, Moving, Flashing, and/or animated.
3. Limit message sequencing to either a simple change, fading or dissolving into the next messages.
4. Install a Signal Ahead sign with a flashing beacon in the southbound direction of Cherry Avenue. The exact location to be determined in the field.



SPN PG00	310-549-4661 Office	310-549-8882 Fax	SESCO
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SIGNAL HILL, CA			
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12. City of Milwaukee City Council Report - Changeable Message LED Billboards Test Period Observations and Finds January 2007 through June 2007
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*City of Signal Hill Policy & Procedure*  
Use of City Media

DATE: October 12, 2004

REVISION NO: 002

APPROVED: *[Signature]*

DEPARTMENT: Administration

I. PURPOSE

The City of Signal Hill has several media resources available to announce City events. This policy outlines the criteria that must be met by groups wishing to use the City's media resources. Governmental agencies and certain groups organized primarily to benefit the Signal Hill community may have the need to communicate with residents concerning matters of city-wide and community interest, and the City's media resources may offer a cost-effective mechanism. The intent is to offer the City's media resources where there will be no additional cost to the City and where the communication primarily benefits the community rather than the individual organization.

II. DEFINITIONS

- A. Media Resources. The City's media resources include messages in the utility bills, the Signal Hill Auto Center message board, cable TV announcements on the City's designated cable channel, the City's Web site, and City Hall displays.
- B. Signal Hill Organizations ("SH Entities"). Non-Profit and other organizations that have been specifically established to benefit institutions and programs solely located within the City of Signal Hill, including and limited to the Friends of the Signal Hill Library, Friends of the Signal Hill Cultural Arts, Signal Hill Community Foundation, Signal Hill Honorary Police Officers' Association, Signal Hill Historical Society, and the Signal Hill Chamber of Commerce. This list may be expanded by amendment to this policy.
- C. Governmental Agencies. The County Board of Supervisors, State Assembly, State Senate, U. S. House of Representatives, U. S. Senate, and other governmental agencies such as the Sanitation District and similar entities.

### III. POLICY

#### A. Qualified Users:

The following organizations are qualified users of the City of Signal Hill's media resources to the extent permitted by this policy:

1. SH Entities
2. Governmental Agencies
3. Other non-profit organizations when approved pursuant to Section B below

#### B. Council Approval:

Besides the Qualified Users, other community organizations wishing to utilize the City's media resources must receive City Council approval to gain access to the City's media resources. The Council will consider each request on a case-by-case basis. To be approved, the community organizations must demonstrate the following:

1. There will be no additional cost to the City from the use of the media resources.
2. The purpose of the communication must primarily benefit the general community rather than be of private benefit to the organization.
3. The organization must comply with the other criteria of this policy.

#### C. Application:

Any request must have been received, by letter addressed to the City Manager, at least thirty (30) days prior to the date that the specific City media is requested. For example, if the request is to insert a flyer in the City's utility bills, the request must be submitted at least thirty (30) days prior to the proposed mailing date. Requests submitted with less than thirty (30) days notice shall not be considered.

In addition, the application shall include an example of the flyer or message text; the date(s) of the event(s); duration of advertisement; types of media requested; and any other information to assist the City Council determine whether to approve the request.

D. Organization Criteria:

Any organization requesting to be added as a SH Entity so they may utilize City media resources must demonstrate that it is a non-profit organization; that the organization is established to benefit organizations and programs in the City of Signal Hill; and that the specific program/event to be advertised will benefit the citizens of Signal Hill (for example, if the event is a fundraiser, which Signal Hill programs will receive funding).

E. No Costs to City:

The organization shall agree to pay any and all costs to accommodate the request. For example, if the request is to insert a flyer in the City's utility bills, and the insert increases the weight of the utility bill to more than one (1) ounce, the organization shall pay the incremental cost differential. Payment for such costs must be received by the City prior to the request being accommodated. The organization shall also be responsible for all printing and delivery costs associated with the flyer. No exceptions shall be permitted.

F. Frequency of Use:

The maximum period that any event will be listed on either the City's Web site or the City's cable channel is two (2) weeks. Only one organization per month shall be permitted to insert a flyer into the City's utility bill. Requests shall be approved on a first-come basis. With respect to mailers with the City's utility bills, only two (2) uses per calendar year shall be permitted. No exceptions shall be permitted.

G. City Priority:

In the event there is not adequate room to advertise both a City event and an event sponsored by another organization, City events shall have priority over all other events for purposes of this policy.

H. Political Materials:

City resources are not permitted to be used for election campaigning or political advocacy. Therefore, such materials, including the solicitation of campaign donations, shall not be permitted.

I. Compliance Required:

Organizations that do not follow the procedures outlines within this policy shall not be permitted to promote their events and services by using the City's media resources.

IV. FORMS

- a. Information for Posting on Website (everyone must use)
- b. City Cable Info Channel Message Request Form (everyone must use)
- c. Auto Center Freeway Sign Message Request Form (internal use only)

## **Form of Notice for Public Workshop**

Notice was made by the following means:

- Letter and flyer mailed directly to all residents located within 500 feet of Signal Hill Park
- Letter and flyer included in utility bills
- Letter and flyer mailed directly to all homeowner's associations in the City
- Advertisement in the Signal Tribune on February 1 and 8
- Information on City website
- Flyers at City counters
- Meeting agenda, flyer and letter were posted at City Hall, the Library, Discovery Well Park, and Reservoir Park on February 7, 2013



## Pilar Alcivar-McCoy

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**From:** Rick Olson  
**Sent:** Tuesday, January 29, 2013 5:12 PM  
**To:** Steve Myrter; Pilar Alcivar-McCoy  
**Cc:** Anthony Caraveo  
**Subject:** Resident call re: Electronic Sign

Hello Steve and Pilar,

I received a phone call today from a Mr. Jim Bush, who lives in the condo's at the N/E corner of Cherry Ave. and Hill Street. Mr. Bush wanted to go on record with his disapproval of the location of the proposed electronic sign. Mr. Bush was aware of the upcoming meeting and will be attending, but wanted to make this a matter of record at this time. He also stated that he is an HOA Board member and was also speaking on behalf of the Board. I let him know that I would pass along his opinion.

Should anyone wish to call Mr. Bush, his number is 562-290-8610. I have his phone number because he calls me frequently regarding the doggi-pot stations.

Thanks,

Rick Olson  
Deputy Director Public Works  
City of Signal Hill  
562-989-7251  
[rolson@cityofsignalhill.org](mailto:rolson@cityofsignalhill.org)

## Pilar Alcivar-McCoy

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**From:** Aly Mancini  
**Sent:** Wednesday, January 30, 2013 8:30 AM  
**To:** Pilar Alcivar-McCoy  
**Subject:** Resident Concern re: Sign

Mr. Jim Davis, 2201 St. Louis Ave #205, is angry about the location of the sign. He feels it will be a major distraction for drivers and will cause more accidents. He will plan to attend the workshop but wanted his comments on record. He said his entire complex is against the sign.

*Aly Mancini*

Community Services Manager  
Parks, Recreation & Library  
City of Signal Hill  
(562) 989.7330

## Pilar Alcivar-McCoy

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**From:** Karin Delgado [kdelgado71@yahoo.com]  
**Sent:** Wednesday, January 30, 2013 4:48 PM  
**To:** Pilar Alcivar-McCoy  
**Subject:** Electronic reader board

Dear Ms. Alcivar-McCoy,

I am a resident of Signal Hill. I live at 2261 Saint Louis Avenue and I am completely against the installation of this board. The intersection of Cherry and Hill is already so dangerous - drivers do not need yet another distraction. Also, the sign would be in a residential area. This makes no sense to me. Putting the sign in an area zoned for business makes more sense. I cannot imagine my neighbors having to have to look at this eyesore from their windows. In a business zone, there are other businesses and more people would see the sign. Also, we are residents and we know the happenings going on in Signal Hill. We don't need a large sign letting us know that in front of our homes. The sign should be used to advertise/inform non-residents and therefore putting it closer to a business area makes sense. Also, as I repeated above, I drive/walk that Cherry / Hill intersection every single day (every single day) and the near misses and actual accidents I have seen are appalling. We do not need a large blazing sign at this busy and dangerous intersection.

Thank you for your time in reading my email. I appreciate it.

Karin Delgado  
562.481.8182

February 1, 2013

Dear Ms. Alcivar-McCoy,

This letter is in response to the proposed Civic Center monument sign and electronic reader board. As a resident of Signal Hill who lives in very close proximity to the proposed sign, I have witnessed numerous accidents at the corner of 21<sup>st</sup> and Cherry Avenue due to excessive speeding and distractions. This electronic reader board will add one more distraction at the most dangerous incline down Cherry Avenue. There are school children crossing Cherry Avenue daily which poses a greater threat to injury from distracted drivers. In addition, the reader will add to light pollution which is of great concern to the environment.

I want to urge the City of Signal Hill to reconsider the necessity of the electronic reader especially in light of the danger of the steep incline and speeding, distracted drivers. This is a recipe for potential tragedy and altogether avoidable.

Thank you for your time and consideration,



Irene Rowe  
Signal Hill Resident

2101 E. 21<sup>st</sup> St. #318

## **Pilar Alcivar-McCoy**

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**From:** constance malaambo [cmalaambo@yahoo.com]  
**Sent:** Sunday, February 03, 2013 11:26 PM  
**To:** Pilar Alcivar-McCoy  
**Cc:** Chad Canfield  
**Subject:** Re: proposed electronic reader board

Dear Pilar,

I will be unable to attend the workshop regarding the electronic reader board; therefore, I am sharing my opinion -- I am NOT in favor of the board. I can understand how it could be useful to inform the community instead of the banners; however, these boards contribute to too much light pollution and can be distracting to drivers as they drive past trying to read the messages.

I am also leaving my contact information in case you may have misplaced it or need it regarding the community garden and retaining wall we share.

Constance Malaambo (tenant and manager; mother of owner)  
1915 E. 21st St.  
562.986.1725

Chad Canfield (property owner)  
419 7th St., SE  
Washington, D.C.  
213.200.4931

Respectfully,  
Constance

## **Pilar Alcivar-McCoy**

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**From:** Matt Ansell [matt@familychurch.co]  
**Sent:** Tuesday, February 05, 2013 3:20 PM  
**To:** Pilar Alcivar-McCoy  
**Subject:** Civic center monument

Cool! Got the letter about the proposed civic center monument and wanted to express my support to you and the city as Family Church is completely behind any progressive change to better communicate to the community. I will not be able to make it to the workshop, but would love to meet you soon. Thanks for the update!

-Matt Ansell (Campus Pastor of Family Church)  
2094 Cherry Ave.  
Signal Hill , CA 90755  
562-698-6737

Sent from my iPhone



## CITY OF SIGNAL HILL

2175 Cherry Avenue • Signal Hill, California 90755-3799

February 13, 2013

Discussion Item (B)

### AGENDA ITEM

**TO: HONORABLE CHAIR  
AND MEMBERS OF THE PARKS AND RECREATION COMMISSION**

**FROM: ALY MANCINI  
COMMUNITY SERVICES MANAGER**

**SUBJECT: UPDATES ON CITY COUNCIL ACTIONS, PARK PROJECTS, OR  
PROGRAMS**

#### Summary:

Each month staff will provide an update on various actions which affect the Community Services Department such as City Council direction, project status for park development, or other Community Services programs which have changed over the previous month.

#### Recommendation:

Receive and file report.

#### Updates:

##### *ARC After-school Recreation Club*

In January, the children headed back to school after a long winter break. ARC is back to after school hours and is dedicated to keeping the children on a healthy routine. Children start off the afternoon with a healthy snack, then head on to an active group game and end the day with homework time. Currently there are 8 kindergarteners enrolled and 65 1st – 5th graders registered. In January, ARC had an average daily attendance of 53 children.

##### *Cal Brisas*

The Tweens are ready to improve their culinary skills. Throughout January the Tweens came up with recipes that wished to make. Beginning in early February, the Tweens will meet twice a month at the Signal Hill Park Community Center kitchen to

learn the basics of cooking and create fun, exciting recipes they can recreate at home. In January, there was an average of 8 Tweens per day at Las Brisas.

#### *Youth Sports*

Youth basketball season kicked off the second week in January with 96 players. There are 8 teams ranging from 5 year olds to 14 year olds. Children are learning the basic fundamentals of the sport and had their skills tested in their first games on January 26. The season will end with their last game on March 2.

#### *Volunteers*

In January, the Recreation Division did not utilize any volunteers.

#### *Active Adults*

A group of 30 active adults participated in trip to The Queen Mary to see the Princess Diana exhibit and had afternoon tea and lunch.

#### *Facility Rentals*

In January, facility rentals generated \$2,533 in revenue with 23 facility rentals.

- 2 Shelters (2 Residents)
- 9 Community Centers (4 Residents, 2 Non-Residents, 3 City Use)
- 6 Library Meeting Room (3 City Use)
- 2 Spud Field - the teams included two youth soccer teams (2 Residents)

#### *Food Distribution*

In January, food was distributed on two occasions. A total of 74 participants received the brown bags in January. There are currently 42 residents registered for the program.

#### *Volunteers*

There were no volunteers in the community Services Division during the month of January.

### **Library Statistics**

#### Circulation

The circulation of library materials for the month of January totaled 3,053 items during the 25 days the library was open. This is an average of 122 items checked-out per day. DVDs were the highest circulating category at 462 checkouts.

#### Circulation Statistics by Category

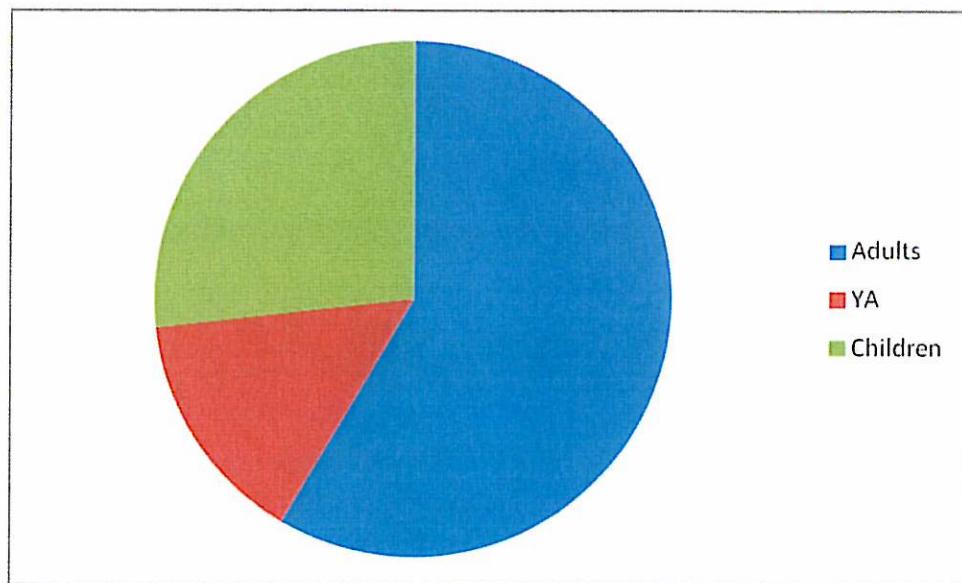
Category	Monthly Circs	Average Per Day
1. Adult Non-Fiction (000-999)	260	10
2. Adult Fiction	499	20
3. Young Adult (FIC & NF)	126	5
4. Juvenile (FIC & NF)	1395	56
5. Magazines	53	2

### Attendance

Adults (18+)	Young Adults (12-17)	Children (0-11)	Total
1,815	335	647	2,797

Average daily attendance over the 25 days the library was open was 112 people.

Total Patron Visits of 20,180 by Age Group  
from July 2012 through January 2013



### Library Registration

For the month of January, there were 41 residents and 24 non-residents who registered for library cards.

### Computer Use

Public access computers were used for 576 sessions during January. This averages to 23 sessions of computer use per day.

### WiFi

Since the end of October 2012, the Library has offered free wireless connections to the internet via patrons' personal electronic devices (laptops, iPad, tablets, etc.). This month we had 104 connections made using this service.

### InterLibrary Loan Service

InterLibrary Loan (ILL) enables patrons to obtain materials that are unavailable in Signal Hill Public Library. Other libraries are also able to borrow our materials. This month, we loaned seven items and borrowed sixteen items from different libraries across the nation.

### Volunteer Hours

The library offers volunteer opportunities for high school students and a teacher preparation program at CSULB called SERVE. We also accept Federal Work Study Students from LBCC and Casa Loma College. All four student groups (high school, SERVE, LBCC, & Casa Loma) are labeled as volunteers as they are not compensated by the City. They assist library staff and help library patrons with computer problems or homework. Below is the number of hours volunteers worked in January.

Volunteer Type	Hours
High School	73.5 hrs.
Federal Work Study	160 hrs.
Total Hours	233.5 hrs.

### **Regular Programming**

#### Evening Book Club

Three adult participated in the discussion held on January 14, on the book *Immortal Life of Henrietta Lacks* by Rebecca Skloot.

#### Got Computer Troubles?

The library offers one-on-one tutorial sessions with a staff member on any computer topic a patron wants assistance with. This service is offered daily during operating hours. Two adults signed up and utilized the program this month.

#### Story Time Programs

A total of 90 kids and 73 adults attended the regularly scheduled story times. Saturday Story Times feature B.A.R.K. Dogs – registered therapy dogs that listen to children read.

#### Homework Assistance

Thirty-seven students took advantage of our homework assistance program. This service is made possible by our partnership with high school volunteers, SERVE students, and Federal Work Study students from LBUSD, CSULB, LBCC, and Casa Loma College.

#### Technology Assistance

Twenty-seven patrons called on our volunteers to help them with various technology issues. This service is made possible by our partnership with high school volunteers, SERVE students, and Federal Work Study students from LBUSD, CSULB, LBCC, and Casa Loma College.

Approved:

  
\_\_\_\_\_  
Pilar Alcivar-McCoy



## CITY OF SIGNAL HILL

2175 Cherry Avenue • Signal Hill, California 90755-3799

February 13, 2013

Discussion Item (C)

### AGENDA ITEM

**TO: HONORABLE CHAIR  
AND MEMBERS OF THE PARKS AND RECREATION COMMISSION**

**FROM: PILAR ALCIVAR-MCCOY  
DIRECTOR OF COMMUNITY SERVICES**

**SUBJECT: REVIEW OF COMMISSION REVOLVING OBJECTIVES**

### Summary:

Each month staff and Commissioners will provide an update on various actions taken regarding items identified on the Commission Revolving objectives.

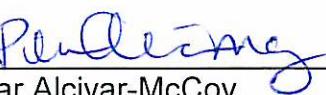
### Recommendation:

Update, receive, and file report.

### Background and Analysis

As requested by the Commission, attached is a list of items that were brought up during past meetings and subsequently given to staff or the Commissioners for follow-up. Attachment A is the most recent list with a status report following each item.

Approved:

  
\_\_\_\_\_  
Pilar Alcivar-McCoy

Attachment

**Commission Revolving Objectives (status as of 02/13/13)**

**New Items from January Meeting**

None.

**Pending**

- Research installation of cigarette butt disposal containers and include a sign requesting smokers to be respectful of others using the park
  - Community Services will provide PW with information about different options for containers
  - PW to determine how to secure
- Flyer to assess interest for Community Garden
  - Mailed in water bill and to all HOAs
  - Interest list is at 25 people

**Future Follow-Up**



*City of Signal Hill  
Community Services Department*

## ***Community Garden***

*The City of Signal Hill is  
considering development of a Community Garden  
adjacent to Signal Hill Park.*

*Each plot would be approximately 10' by 10', which would  
provide approximately 25 spaces for participants to plant  
and enjoy a garden area.*



*We are creating an interest list at this time. If you would like  
to be included on the list, please contact us at:*

*ComServices@cityofsignalhill.org or call (562) 989-7330.*

*Signal Hill residents will be given priority consideration, but  
all interested parties are welcome.*



City of Signal Hill  
2175 Cherry Avenue, Signal Hill, CA 90755  
(562) 989-7330  
[www.cityofsignalhill.org](http://www.cityofsignalhill.org)

A REGULAR MEETING  
SIGNAL HILL PARKS AND RECREATION COMMISSION  
MINUTES

January 9, 2013  
6:00 p.m.

A Regular Meeting of the Signal Hill Parks and Recreation Commission was held in the Council Chambers of City Hall on January 9, 2013.

**CALL TO ORDER**

Chair Dudley called the meeting to order for the Parks and Recreation Commission at 6:02 p.m.

**ROLL CALL**

Present:      Chair Dudley  
                    Vice Chair Cunningham  
                    Commissioner Damrow (arrived 6:03 p.m.)  
                    Commissioner Lopez

Absent      Commissioner Davis (Excused absence)

**PLEDGE OF ALLEGIANCE**

Chair Dudley led the audience in the Pledge of Allegiance.

**PUBLIC BUSINESS FROM THE FLOOR**

The new president of Friends of Signal Hill Library, Wayne Moore, wished to apologize that at his introduction at the December meeting, he seemed less than formal. The Commission assured him this was not the case.

**PRESENTATION(S)**

None

**DISCUSSION ITEM(S)**

**(A) ATTENDANCE AT 2013 CALIFORNIA PARKS & RECREATION SOCIETY ANNUAL CONFERENCE**

The Commissioners discussed their attendance at the March 2013 California Parks & Recreation Society (CPRS) annual conference. Commissioner Damrow is interested in attending, and Chair Dudley and Vice Chair Cunningham declined. Commissioner Lopez was to advise us in the next few days, at which time she did not express a desire to attend.

**(B) REVIEW STATUS OF COMMISSION GOALS FOR FISCAL YEAR 2012-13**

The Community Services Director Alcivar-McCoy and the Commission reviewed the current status of their 2012-2013 goals. Chair Dudley asked about the process for the public workshop for the electronic sign to be held in February. Staff explained the process for the meeting, and stated that noticing that will be provided to residents and the surrounding areas. It was suggested by Commissioner Damrow that interest in the Community Garden be assessed in advance of beginning grading; in the event of minimal interest, perhaps another use might be found for the property.

It was moved by Commissioner Damrow and seconded by Vice Chair Cunningham to receive and file report.

**(C) UPDATES ON CITY COUNCIL ACTIONS, PARK PROJECTS & PROGRAMS**

Staff provided an update on various actions which affect the Community Services Department such as City Council direction, project status for park development, or other Community Services programs which have changed over the previous month.

Community Services Manager Mancini highlighted the Holiday Outreach program, Breakfast with Santa, the holiday luncheon for participants in the food distribution program, and the participation of volunteers at the Breakfast with Santa and in the Library. The Commission inquired if there was decreased interest in the Breakfast with Santa; staff already has plans to make recommendations to the Commission for alternative holiday activities. For the Holiday Outreach program in 2013, the Commission suggested the inclusion of sponsors and volunteers to wrap gifts.

It was moved by Vice Chair Cunningham and seconded by Commissioner Damrow to receive and file report.

Motion passed 4/0/0

**(D) REVIEW OF COMMISSION REVOLVING OBJECTIVES**

Each month staff and Commissioners will provide an update on various actions taken regarding items identified on the Commission Revolving objectives. Commissioner Damrow wanted to confirm that any signage for smoking in the parks be included on the new cigarette butt containers once they are installed. Following the facilities tour in December, the trip hazard at Discovery Well Park has been repaired, and Public Works is looking at a budget to clean the mural wall at the basketball courts. Commissioner Damrow inquired about the separation of carpet seams in the Signal Hill Park Community Center, and staff will request Public Works to inspect the carpet on a regular basis.

It was moved by Commissioner Lopez and seconded by Vice Chair Cunningham to receive and file this report.

Motion passed 4/0/0

## **MINUTES**

It was moved by Vice Chair Cunningham and seconded by Commissioner Damrow to approve the minutes of the December 12, 2012 Parks and Recreation Commission meeting.

Motion passed 4/0/0

## **COMMISSION NEW BUSINESS**

Commissioner Damrow congratulated Heidi Courtney for the Employee of the Year Award. She also suggested that Heidi be nominated for an Award to Outstanding Individual at the CPRS conference in March in San Jose. Staff responded that due to the distant location of the conference this year and the potential for personal concerns that might bring for Heidi, they would prefer to wait until the 2014 conference, which will be held locally.

## **ITEMS AGENDIZED FOR NEXT MEETING**

There were no items agendized for the next meeting.

## **ADJOURNMENT**

It was moved by Commissioner Lopez and seconded by Vice Chair Cunningham to adjourn to Regular Meeting on Wednesday, February 13, 2013, at 6:00 p.m., in the Signal Hill Park Community Center, 1780 E. Hill Street, Signal Hill, CA 90755.

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Gary Dudley  
Chair

  
Pilar Alcivar-McCoy  
Commission Secretary