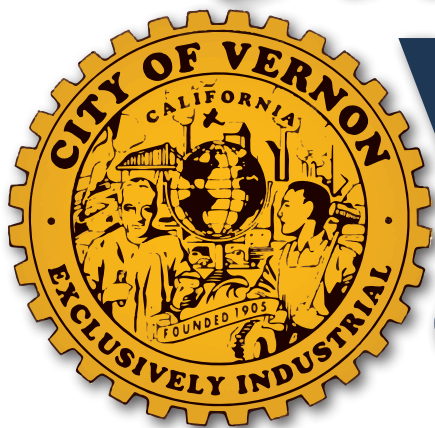


*City of*



# VERNON

C A L I F O R N I A

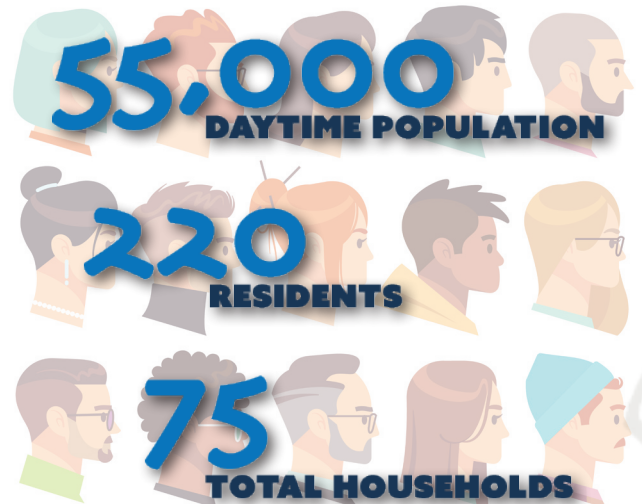


As one of the very few full-service cities in California, Vernon has much to offer. Vernon's small-knit, vibrant community is safe and approachable. Founded in 1905 to create jobs in California, Vernon is an economic powerhouse. Its 1,800 businesses create more than 105,000 jobs in the Los Angeles area, including 55,000 jobs within the city's 5.2-mile boundary. The City generates more than \$330 million in state income and sales taxes, and \$1.1 billion in taxable spending. Vernon's businesses provide more than \$4.4 billion in salaries and wages annually for workers in Los Angeles County. Its business and residential community benefits from financial stability, responsible leadership, and innovative planning to secure its viability well into the future.



# Vernon Overview

## DEMOGRAPHICS



## FISCAL MANAGEMENT

In recent years, Vernon has taken assertive action to secure its long-term sustainability.

### MEASURE R: Utility Users Tax

In 2018, Vernon voters passed a 5% increase in the utility user tax on electricity, gas, telecommunications, video, and water utility services for commercial and industrial customers, sustaining the General Fund and effectively eliminating fund transfers from the Utility Enterprise Fund.

### MEASURE V: Sales Tax

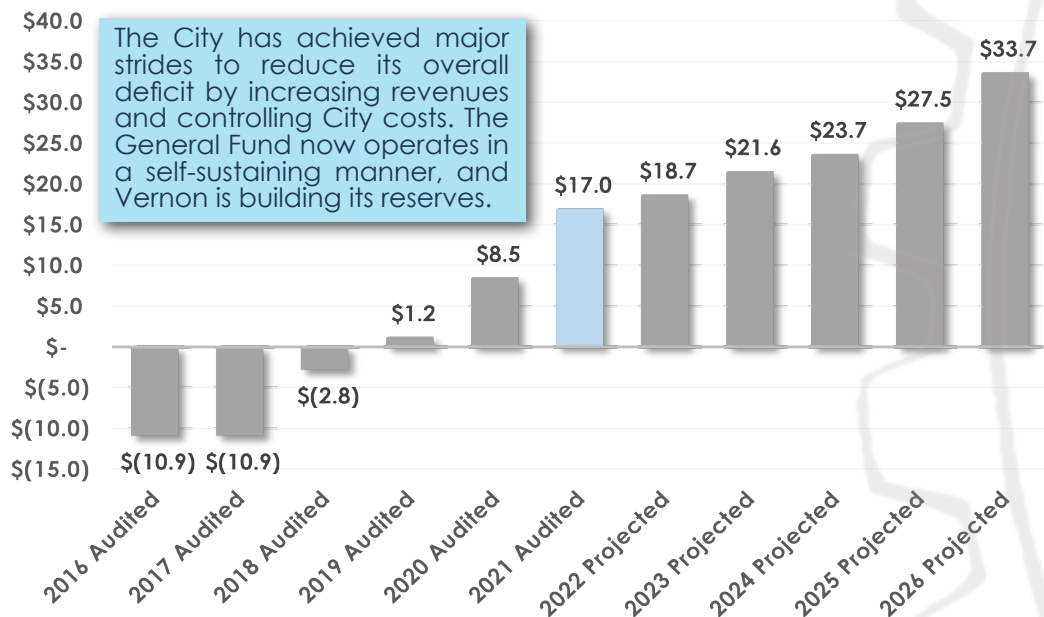
The voters of Vernon passed Measure V in April 2020, adding a transactions tax rate of three-quarters of one percent (0.75%). Proceeds added approximately \$3.25 million in revenue to the general fund in fiscal year 2021/22.

### TRANSITION: LA County Fire

In October 2020, Vernon transitioned its Fire Services to Los Angeles County, which will result in anticipated savings of over \$75 million in the next 10 years.

The City is now focused on conservative short-term spending (to accommodate unknowns surrounding the pandemic), bond-funded infrastructure investments, and continuing to build financial reserves year over year.

## GENERAL FUND BALANCE



## "VERNON MEANS BUSINESS"

Business is our core value. Our historic City is ready to welcome new businesses to its business-friendly community.

Vernon is a prime location for business - just south of downtown Los Angeles; and close to LAX, the Ports of Los Angeles and Long Beach, and Alameda Corridor. Vernon provides one-stop-shop land use services with expedient in-house plan reviews and permitting, integrated fire inspections and health department approvals, and an unmatched suite of quality utility services. Vernon has the capability to fulfill all business needs.

Vernon is thriving, and continues to be one of the lowest cost cities in the nation for business operations.

# At Your Service

## COMMUNITY POLICING

Vernon's Police Department (VPD) provides swift, skillful, and responsive law enforcement services, developing meaningful partnerships with those they serve. A hands-on, community policing approach ensures unparalleled safety within City limits. For Priority I Calls, a 3 1/2 minute response time can be expected.

Fully integrated into the fabric of the community, VPD utilizes a state-of-the-art communications center to connect to the public, and callers can be assured that they will always hear a human voice on the other end of the line ready to assist.

VPD supports a variety of programs to ensure the well-being of the community. Regular Traffic Safety education, DUI Checkpoints, partnerships with the Southeast Region Mental Health Evaluation Teams (SRMET) to address homelessness, participation in the LA County Task Force for Regional Auto Theft Prevention are some examples of their important work.

Professionalism, upholding ethical standards, and good rapport with the public are a key priority for VPD. The Vernon Elementary DARE Program, the Pink Patch Project, Coffee with a Cop, Soccer Ball Giveaway, and the annual Operation Santa Toy Giveaway allow personnel to engage with community members regularly and develop meaningful relationships throughout the City.



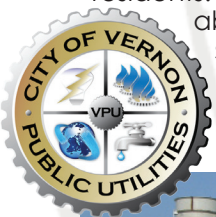
## PUBLIC HEALTH



Vernon is one of few cities in Southern California with its own dedicated Health Department. Their presence in the City ensures convenient access to health and wellness programming, the ability to address health-related emergencies quickly and effectively, and for businesses, a personal connection to handle inspection and compliance matters. During the pandemic, Vernon's Health Team played a pivotal role in educating the public on best practices, and staff were instrumental in rolling out Vernon's Mobile Vaccination Program to the community and neighboring cities in the south-east region.

## VERNON PUBLIC UTILITIES

Vernon Public Utilities (VPU) provides electric, water, gas, and fiber optic internet services to its businesses and residents. Committed to Customer Competitiveness, VPU is focused on delivering quality service at an affordable price. VPU gas and electric rates are 60-70% less than SoCal Gas and Southern California Edison services in the surrounding communities. The Utility has targeted the year 2030 as its timeframe to implement a fee structure that will offer the lowest cost electric rates in California. Vernon's service area is significantly smaller, allowing for experts in the field to provide personalized care and timely resolution of issues. Reliable service with unparalleled customer attentiveness are hallmarks of VPU.



## GOOD NEIGHBOR PHILOSOPHY

The Vernon CommUNITY Fund (VCF) has aided nearly 50 organizations in their efforts to better the community, and has granted over \$4 million in total towards valuable regional programs and services that address workforce development, youth advocacy, sports, the arts, violence prevention, homelessness, and mental health. Since 2019, the VCF Scholarship Program has awarded \$80,000 to deserving high school seniors in pursuit of higher education.





# The Vernon Vision

## PROJECT WEST SIDE



Vernon is evolving. The City is currently developing a mixed-use specific plan. The City is leveraging its location adjacent to the Arts District and Downtown Los Angeles to bring about revitalization. The overall goals for the plan include:

- Increasing Vernon's residential population;
- Increasing the level of goods and services available to residents of the community;
- Creating a strong community identity and sense of place;
- Providing new employment and housing opportunities including Veterans' Housing;
- Developing a unique destination point which attracts shoppers/diners from outside the community;
- Updating the City's Housing Element;
- Strengthening the City's tax and voter base.

The City is inviting the development community to invest in Vernon. "Project West Side" will incorporate clean commerce, retail, and housing for professionals.

## AWARDS & RECOGNITION



The City of Vernon strives for excellence!

- Vernon earned a Tree City USA Designation in 2019 and 2020, and 2021 (one of only 3,500 communities in the nation to be named)
- Vernon Public Utilities earned the American Public Power Association (APPA) Safety Award of Excellence for 2020 (zero incidents were reported in 2020)
- Vernon Public Utilities earned the highest APPA reliability distinction of Diamond Level Reliable Public Power Provider for 2019-2022 (one of only 48 utilities in the nation to receive the honor)

## CITY OF VERNON LEADERS

Leticia Lopez  
Crystal Larios  
William Davis  
Judith Merlo  
Melissa Ybarra  
Carlos Fandino, Jr.

Mayor  
Mayor Pro Tempore  
Councilmember  
Councilmember  
Councilmember  
City Administrator

## LEGISLATIVE LEADERS

Los Angeles County Supervisor, Janice Hahn  
Senator Lena Gonzalez, 33rd District  
Assemblymember Miguel Santiago, 53rd District  
Congresswoman Lucille Roybal-Allard, 40th District

## FOLLOW US!

