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## Residential Customer

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## Street improvements continue

Lakewood is known for keeping its streets in top condition. Over 92% of the city's roadways have been repaved since 2000. With projects recently approved by the city council, that figure will climb even more in the months ahead.

The new projects will focus on over three miles of streets. Bellflower Boulevard from Ashworth Street to Del Amo Boulevard, areas around Biscailuz Park, and the entire Cherry Cove neighborhood will see roadways repaved and damaged sidewalks, curbs and gutters repaired. The east service road of Paramount Boulevard between Del Amo Boulevard and Carson Street, along with alleys in the area, will also be repaved.

Project maps are available at [www.lakewoodcity.org/projects](http://www.lakewoodcity.org/projects).

Lakewood uses rubberized asphalt for its repaving. This newer asphalt requires only one-half the thickness of conventional asphalt. Thus, the expense of grinding off the existing pavement to maintain an acceptable "crown" is avoided and there is less disruption to neighborhoods. The use of rubberized asphalt keeps thousands of old tires from being dumped in landfills. The material is more durable than traditional asphalt and saves on long-term maintenance costs.

Rubberized asphalt also reduces skidding and maintains its coloring better over time, which helps keep highway markings more visible. Particularly nice for residential drivers, rubberized asphalt provides a quieter ride for motorists and residents who live nearby.

By keeping its streets in good condition, Lakewood avoids a rash of potholes when rains come. Potholes can form when water seeps into cracks in roadways and undermines the street from below. The news media recently reported that Lakewood had some of the fewest potholes in our region from this winter's heavy rains.

The new Lakewood work is funded by several sources: Lakewood city funds, federal Community Development Block Grants, and Measure R funds approved by L.A. County voters in 2008.



## Water upgrades move ahead too

Water mains are the pipes underground that deliver water to neighborhoods. Lakewood's water mains were installed in the

1950s when the city was first built, and the pipes are unlined cast

iron that rust and are small according to modern standards.

Lakewood has an ongoing program to double the size of these

pipes from 4" to 8" in diameter and to replace the old, unlined cast iron with PVC or other modern materials. The new pipes increase water flow to neighborhoods, which can improve water service to residents and allow the city to install larger fire hydrants for improved fire fighting capacity. Main replacement locations are prioritized using historical data of water quality issues and leaks.

This spring, new mains will be installed under residential roadways in an area bounded by Camerino Street, Michelson Street, Pepperwood Avenue and Sunfield Avenue and Fidler Avenue between Del Amo Boulevard and South Street. In the late spring, work will proceed to Premiere Avenue and Pearce Avenue between Del Amo Boulevard and South Street, and the east/west streets in that area (Hardwick, Michelson and Bieglow). A map of the project area is available at [www.lakewoodcity.org/projects](http://www.lakewoodcity.org/projects).

# LAKEWOOD Living

News from the  
City of Lakewood

[www.lakewoodcity.org](http://www.lakewoodcity.org)  
City Hall: 562-866-9771



## Let's Celebrate! 65th Lakewood Pan American Fiesta

Lakewood's longest-standing community event—the Pan American Fiesta—begins its three-day celebration at Mayfair Park on Friday, May 6 at 5:00 p.m. The family-friendly fiesta continues on Saturday and wraps up Sunday evening.

Lakewood's festival dates back to 1945 when Dr. Walter Montano, former Bolivian consul, and Jesse Solter, a local schoolteacher, shook hands over a backyard fence and pledged to begin a program to foster good relations with Lakewood's Latin American neighbors. Today, Lakewood's fiesta is the nation's only community-wide celebration of pan-americanism outside of Washington, DC.

The fiesta's traditional pancake breakfast, sponsored by the Pan American Association, will be offered on Saturday and Sunday from 7:00 a.m. to 10:30 a.m. for \$4.00. On Sunday—Mother's Day—breakfast and a gift are free for all moms, along with live entertainment and fun shopping at the fiesta's craft booths.

### Carnival rides, food, art, music and dancing

The fun begins with carnival rides on Friday evening, May 6 from 5:00 p.m. to 10:00 p.m., and continues on Saturday from

11:00 a.m. to 10:00 p.m., and on Sunday from 11:00 a.m. to 9:00 p.m.

Food booths are open from 11:00 a.m. to 6:00 p.m. on Saturday and Sunday.

Over 70 arts and crafts dealers will bring their wares to the fiesta. There will also be an artist demonstration by members of the Lakewood Artist Guild.

In the Children's Cultural Booth, kids can have a free, hands-on cultural experience featuring activities and arts and crafts from across the Americas. Organized activities there run from 11:00 a.m. to 3:00 p.m. on Saturday and Sunday.

Free entertainment begins on Saturday at 11:00 a.m. with Mayfair High School youth bands and choral groups. The fiesta's opening ceremonies are scheduled for noon. Music and dance – from Latin Jazz, Country Western, Rhythm & Blues, to a Polynesian Revue – will continue on the fiesta's main stage throughout the weekend. There will be lots of opportunities for Lakewood

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## CITYTV

For over 25 years, Lakewood's CityTV production unit has created programs that educate, explore and celebrate all

things Lakewood. These Lakewood programs consistently win regional and national honors for excellence. The CityTV signal is cablecast on Time Warner cable and Verizon FiosTV on channel 31, is streamed on [www.lakewoodcity.org/streaming](http://www.lakewoodcity.org/streaming), and has video clips available on YouTube at CityTVLakewoodCA.

Lakewood CityTV is a leader in our region in its innovative

coverage of community-oriented issues. CityTV's milestones includes cablecasting city council meetings, coverage of Lakewood Youth Sports leagues, the Cafe 5050 cooking show, and magazine-style programs that focus on public safety, news and community events, transportation and transit, and issues that will shape Lakewood's future.

CityTV has its lighthearted side too, even when the subject has been waste disposal or the year in review. Humor, style and high production values have kept viewers interested from the early days of cablecasting in Lakewood. By innovating new ways of presenting information—from the first government music video to sitcoms, documentaries and game shows—CityTV has become one of the best city channels nationally.

To view CityTV's schedule, go to [www.lakewoodcity.org/citytvschedule](http://www.lakewoodcity.org/citytvschedule). To receive a monthly schedule by mail, call 562-920-9325.

We invite you to take the online survey to help inform and improve CityTV at <https://www.surveymonkey.com/s/YLQSKJ>

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## 'Shop Lakewood': Good for you, good for Lakewood

By Lisa Novotny,  
Lakewood's Assistant City Manager

Every time you purchase an item at a Lakewood store, dine at a restaurant in town, or even fill up your car with gas in Lakewood, you're not just paying for a product. You're also helping the Lakewood community because a portion of your sales tax comes back to fund improvements here in your hometown.

Sales taxes fund the largest portion of city services. That includes park programs, law enforcement and all the features that make for a good quality of life in Lakewood.

So how easy is it to Shop Lakewood?

Lakewood is fortunate to have the second-largest shopping mall complex in Los Angeles County. With popular retailers like Nordstrom Rack, Costco, Home Depot, Best Buy and Target, there are lots of shopping opportunities at Lakewood Center and many other merchant locations in town.

An expanded Smart & Final "Extra" store (one of the company's largest) is the newest opportunity to Shop Lakewood. Scheduled to open on May 18, the 31,000 square-foot store at the northwest corner of Carson Street and Woodruff Avenue will feature lots of items in regular consumer sizes and far more fresh produce, fresh meat and flowers than a typical Smart & Final.

Later in May, the same shopping center on the west side of Carson and Woodruff will see the grand opening of Sprouts Farmers Market. Sprouts (formerly known as Henry's Farmers Market) will feature natural foods at low prices. Sprouts is well-known for offering locally-grown produce, fresh-off-the-boat seafood, all natural meats and fresh bakery goods.

Having a vibrant central mall and plenty of shopping choices

around town has been part of Lakewood's formula for success since the city was founded in the 1950's. Lakewood city staff are working hard with business owners to bring even more shopping opportunities to Lakewood later this year. We want to do everything we can to continually update and expand your ability to Shop Lakewood in order to help you and help our community.



**Lisa Novotny is Lakewood's Assistant City Manager**



## Pan American Fiesta

residents of all ages to try out their dance moves—or just listen—to many kinds of music.

For a complete schedule of fiesta events and times, go to [www.lakewoodcity.org/panam](http://www.lakewoodcity.org/panam) or call 562-866-9771, extension 2408.

## Save money with pre-sale tickets

Pre-sale carnival ride and breakfast tickets are available now at city hall (and at Mayfair Park beginning May 2). Pre-sale tickets are 10 for \$20. Each pre-sale ticket is good for one ride. Advance purchase of a wrist band for \$20 gives unlimited rides from noon to 6:00 p.m. on Saturday only.

Ride tickets will be sold at the fiesta too. Tickets will be \$1 each, \$19 for 20 tickets, and \$25 for 32 tickets. Rides generally require three to five tickets when purchased the day of the event. A wrist band purchased on Saturday for \$25 will allow you unlimited rides from noon to 6:00 p.m. on that day only.

Parking will be available in the east parking lot of city hall (Clark/Del Amo). A free shuttle will run from city hall to Mayfair Park every 15 minutes from 10:00 a.m. to 7:00 p.m. on Saturday and Sunday.

## CityTV

CityTV programs include the following, some of which have excerpts that can be seen at [www.lakewoodcity.org/citytv](http://www.lakewoodcity.org/citytv):

### ■ Lakewood Beautiful - California Friendly

Lakewood residents transform the look of their front yard with a drought-tolerant garden. With water-wise landscaping and irrigation updates, residents not only achieve a Lakewood Beautiful home but conserve water in the process.

### ■ Personal Safety: What Would You Do?

Various scenarios are depicted to demonstrate common crimes and how one handles the situation. Tips and advice are given to prevent becoming a crime victim.

### ■ Café 5050

Learn how to prepare gourmet meals. Guest chefs include instructors who teach cooking classes offered by the city's Recreation and Community Services Department.

### ■ The City...What Good Is It?

A look at how local government impacts the everyday lives of its citizens. Program focuses on city services and how they benefit the community as a whole.

### ■ The Lakewood Story

Take a look back at the beginning of the city with this historical film. The Lakewood Story was made in the early days of the city's infancy and documents the events that lead up to cityhood.

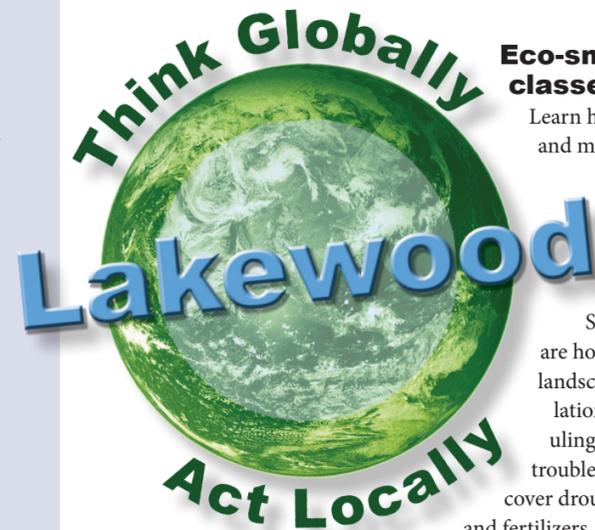
### ■ It's A Wonderful Town

Stories and memories as told by Lakewood founders, long-time residents and community leaders. Learn a bit of Lakewood history from those who lived it.

### ■ City Council

Coverage of the business portion of all regular city council meetings, including Before the Council, an informative talk show about the issues to be discussed at the city council meetings.

CityTV is your channel for Lakewood television, cablecasting and streaming 24/7. Whether it be specialty history programs, public safety or community events—CityTV is all Lakewood all the time.



## Eco-smart gardening classes

Learn how to landscape, irrigate and maintain a yard that is beautiful, water-efficient and environmentally-friendly.

The County of Los Angeles and the Water Replenishment District of Southern California (WRD) are hosting free workshops on landscape design, irrigation installation, drip irrigation and scheduling, as well as maintenance and trouble-shooting. The classes also cover drought-tolerant plant selection and fertilizers.

The "Smart Gardening" programs of the County of Los Angeles are for beginning and advanced gardeners. A beginning workshop will be held on Saturday, April 30 from 9:30 a.m. to 11:00 a.m. at Birney Elementary School, 710 W. Spring Street, Long Beach. No reservation is needed. Details and dates for future classes are at <http://dpw.lacounty.gov/epd/sg>.

The WRD offices at 4040 Paramount Boulevard in Lakewood will be the site of ECO Gardener programs on Saturdays through November. To sign up, go to [www.ecogardener.org](http://www.ecogardener.org) or call the WRD at 562-275-4234.

Using less water and energy and preserving precious natural resources are essential for the future of our state—and planet. Many people don't realize that 70 percent of residential water consumption is attributed to outdoor uses. Lakewood residents are encouraged to take advantage of these educational programs, as well as the new water rebates the city offers for those who install water-conserving irrigation devices or who plan turf removal projects. For more information, go to [www.lakewoodcity.org/waterrebates](http://www.lakewoodcity.org/waterrebates).

## Nominate a home for Lakewood Beautiful

Since 1981, Lakewood has been honoring homeowners who exhibit a deep commitment to home beautification, landscaping and overall property maintenance. The Lakewood Beautiful Home Awards Program has honored thousands of homeowners who have made a significant investment in property maintenance and landscaping and in doing so, have helped to improve property values and a quality of life for all in Lakewood.

Each year, hundreds of homes are nominated, either by friends, neighbors or proud homeowners themselves. With the assistance of photographs of the front-facing portion of each nominated home, landscape and design architects evaluate the home to determine if its owners will receive a special award from the city.

Now in its 30th year, Lakewood Beautiful has added a new "Water-Wise" Award category for those who have made a concerted effort to update irrigation methods, reduce water usage or landscape with plants and trees that require less water. **July 15 is the deadline** for nominations for the 2011 Lakewood Beautiful Home Awards Program. Honorees will be recognized by the city council at a special reception in the fall. For more information or to nominate a home, go to [www.lakewoodcity.org/beautiful-home](http://www.lakewoodcity.org/beautiful-home) or call 562-866-9771, extension 2160.



## Save money and water with new rebate program

As California emerges from a three-year drought, we must remember that future water shortages are inevitable given our state's history of recurring drought. That's why it's important that we continue to think about changes we can make in our homes and yards to permanently reduce our water usage.

To help, the City of Lakewood is offering residents up to \$195 back on their water bills if they take voluntary action to curb outdoor water use. Over 70 percent of residential water consumption is attributed to outdoor uses.

Beginning May 1, the city will offer cash-back rebates to residents who voluntarily take steps to reduce water use in their yards. Projects can be as simple as installing a new water-saving device like more efficient "rotor" sprinkler heads or hose timers, or they can include a landscape makeover.

Rebate applications are available at [www.lakewoodcity.org/waterrebates](http://www.lakewoodcity.org/waterrebates).

The initial rebates will reduce yard project costs. Afterwards, a typical Lakewood home might save anywhere from \$40 to \$65 per year from reduced water bills.

The new program covers customers of the City of Lakewood water system. Residents in zip code 90715 are customers of the Golden State Water Company, which operates its own rebate program. Details for that program are at [www.bewaterwise.com](http://www.bewaterwise.com).

To better understand Lakewood's need to reduce water use, check out the Draft 2010 Urban Water Management Plan online at [www.lakewoodcity.org](http://www.lakewoodcity.org) or at the Los Angeles County Libraries. The City Council will consider adoption of the plan at the May 24, 2011 Council meeting.



## Teens can learn to drive safely with 'Start Smart'

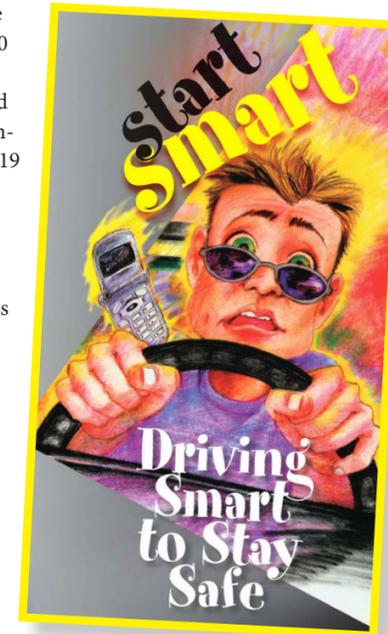
The California Highway Patrol's free Start Smart driver safety program for teen drivers is returning to Lakewood Center. The Lakewood Sheriff's Community Safety Center hosts the class on Thursday, May 19 from 6:30 p.m. to 8:30 p.m.

The driver safety class is designed to help new and future licensed teenage drivers between the ages of 15 -19 and their parents/guardians. Enroll by calling city hall at 562-866-9771, extension 2408.

Start Smart provides teens with an interactive safe driving awareness class, which illustrates how poor choices behind the wheel can affect their lives and the lives of others.

Due to some of the graphic pictures and videos shown during the class, each teenager under 18 years of age must be accompanied by a parent or guardian, and they must sign a waiver form at the beginning of the class.

Go to [www.lakewoodcity.org/eCatalog](http://www.lakewoodcity.org/eCatalog) and search for course number 25694 for the class.



## Youth Job Fair

The Lakewood Youth Job Fair is Thursday, May 13 from 3:00 p.m. to 5:30 p.m. at the Lakewood Youth Center (Woodruff Avenue and Arbor Road). The city organizes the fair to help young people between the ages of 16 and 20 find full-time or part-time employment. Attendees will have the opportunity to speak to a number of local employers. The event will also feature sessions to teach youth how to use online tools for seeking jobs.

As a precursor to the job fair, young job seekers are also invited to "Finding That Job," a workshop aimed at teaching job-finding skills. The workshop is scheduled for Friday, May 13 from 5:00 p.m. to 6:00 p.m. at the Lakewood Youth Center. For additional information, call the youth center at 562-429-7472 between 3:00 p.m. and 7:00 p.m. Monday through Friday.

## Protect Lakewood from West Nile virus

The return of summer weather is likely to cause the reappearance of West Nile virus throughout Southern California. Mosquito populations will grow as some homeowners over-water lawns or neglect to clean up backyards, notes the Greater Los Angeles County Vector Control District. Standing water means more mosquitoes.

Mosquito activity is greatest now and through early October – a time when Lakewood residents need to be more cautious.

Summer breeding areas for mosquitoes most often result from over-watering. (Over-watering wastes water, too).

Sources of stagnant water created on private property are a property owner's responsibility. Just one cup of water left standing for more than seven days can bear 300 to 500 mosquitoes.

From 2007 to 2010, there were 124 known cases of West Nile disease in Los Angeles County, including five deaths.

### Safety tips

- Clean out and refill water in bird baths and animal dishes at least once a week
- Remove or turn over empty plant containers
- Clean out rain gutters and eaves
- Maintain vegetation to ensure proper drainage
- Maintain your swimming pool/spa using proper filtration and chlorination
- Untreated swimming pools can be reported to the city by calling 562-866-9771 or emailing [service1@lakewoodcity.org](mailto:service1@lakewoodcity.org).

