



New City Councilman Bill Rosendahl meets his new District 11 constituents at an open house July 28 in Westchester.

## Rosendahl for All

### ■ New councilmember holds open house at his constituent service center in Westchester.

**COUNCIL** — Bill Rosendahl hopped up on a table to better address the more than 100 neighbors who showed up to meet him at an open house July 28 on Manchester Avenue in Westchester. Rosendahl took office July 1 after defeating Flora Gil Krisiloff in the March runoff.

As soon as he quieted the room, Rosendahl apologized for being stuck in traffic, which was one of his campaign themes. "Gridlock is poor planning," he said to applause.

Reiterating his campaign themes — and pressing the flesh — appeared to be high on his agenda at the open house.

"Every major metropolitan area in the world has more than one airport," he said, touching a nerve with the crowd assembled less than a mile from LAX's northernmost runway. "Why not L.A.?"

"Regionalism is the answer," he said. "We're all in this together."

On the subject of regionalism, he spoke of reaching out to other constituencies in the area — Santa Monica, Marina del Rey (L.A. County) and Culver City — to find better solutions.

"Development must be tied to transportation and building and safety," he said.

He also talked about supporting the idea of extending the Red Line subway "down Wilshire Boulevard, all the way to the beach," and extending the Green Line into LAX. Both suggestions met with applause.

"My most important job is to serve you," he said before stepping down and shaking hands. "It's all about constituent service. It's about action, not talk."

The open house also served as an introduction of the new staff to the district.

Rosendahl also held an open house July 19 at his West L.A. constituent center on Corinth Avenue.



Bill Rosendahl was an animated center of attention at a recent open house.

## Could Deficit Put Chill In Budget, Signal New Freeze?

### ■ After being in place for more than a year and saving the City millions, the hiring freeze ended in July. But the word on the street is that it could return soon.

**COUNCIL** — With the new City budget taking effect July 1, the City Council also lifted the City's hiring freeze, which had been in place for more than a year. Department managers once again have the authority to fill their open positions. That's good news for City employees who are hiring for — or hoping to take — those positions.

But there is talk that an expected budget deficit mentioned in previous issues of *Alive!* could prompt another freeze put into place. A new freeze could be in effect by the time you read this.

The hiring freeze, put in place by the Chief Accounting Office to save the City money in lean times, required department managers to go through special procedures involving the CAO to fill open positions. The procedure involved justifications, cost analyses and other checks-and-balance measures. During normal times, department managers generally do not have to have positions okayed by the CAO.

Without the freeze, managers can now work directly with Personnel, as had been the case before the freeze was put in place. But if the freeze ends, department general managers and/or those who hire will once again have to go through the Chief Accounting Office.

The freeze left a significant number of City positions unfilled, saving the City millions of dollars during the recent budget crunch. A growing economy and the easing of the crunch were considered the reasons for the lifting of the freeze. But a projected budget deficit could bring the freeze right back again.

## Political Forum



By Bill Rosendahl, Councilman, District 11

## New Councilman Wants Your Ideas

### Greetings!

As newest member of the City Council, I want to introduce myself to the City family. My name is Bill Rosendahl and I represent the constituents of the 11th District.

If you are not familiar with this area, the 11th District is bounded by Mulholland Drive on the north, the Pacific Ocean on the west, Imperial Highway on the south, and (roughly) the 405 Freeway on the east. It includes the distinct communities of Brentwood, Del Rey, Mar Vista, Marina del Rey, Pacific Palisades, Palms, Playa del Rey, Playa Vista, Venice, West LA and Westchester.

I took office July 1 and have been having more fun than I ever could have imagined. I am dedicated to providing positive change within Los Angeles communities and believe this is only possible by bring people together, sharing knowledge and information, and building consensus.

To do that well, I need your help, your skill, your experience, and your ideas.

When I was an executive in the cable industry, I prided myself on reaching out to our workers, empowering them, and using their energy and following their suggestions and ideas for the company. I want to bring that same dynamic to City government, and I invite you to be my partners in making a better Los Angeles.

I love people, and I love finding out what they think and what makes them tick. Don't be surprised if I strike up a conversation with you and ask you a half-dozen questions in the

### Councilman Rosendahl represents:

- Brentwood
- Del Rey
- Mar Vista
- Marina del Rey
- Pacific Palisades,
- Palms
- Playa del Rey
- Playa Vista
- Venice
- West LA
- Westchester

elevator or parking lot, or while having lunch across the street in the mall under City Hall East.

I have learned a lot in these impromptu discussions, about everything from affordable housing policy to police procedures. My staff already knows not to be surprised if I walk into their offices with some smart but under-utilized City employee I met in the elevator. We've gotten some great ideas for legislation and problem-solving that way!

I sincerely welcome any suggestions you can provide me in my new position. I thank all of you that I have met for your enlightening conversations and I look forward to meeting many more members of the City employee family!

*Each month, Alive! invites political leaders to speak directly to City and DWP employees and retirees. Alive! brings you these views as a public service. The opinions of those on this monthly column are independent of Alive! and the City Employees Club of Los Angeles.*

Efforts to end the hiring freeze began in January, when Councilman Dennis Zine drafted a motion asking the CAO to consider lifting the freeze:

"It is inherent in any City General Manager's job description that they manage the personnel and other expenditures of their department as provided in each year's budget.

"In consideration of the Charter Reform that provided General Managers with Civil Service exemption, it is reasonable to expect that they would be held accountable, for any and all decisions that reflect on their ability to manage their budgets. They are expected to operate the Department [that] they oversee without incurring a deficit; and this is a reflection of their managerial abilities and a test for maintaining their appointment as General Manager.

"The current Managed Employment Process (often referred to as the Hiring Freeze) serves as a handcuff to the General Managers and their ability to exercise their management skills. It serves as a roadblock which forces a reduction in services performed by the personnel of a department rather than permitting the General Manager to prioritize all expenditures as a means to maintain their budget.

"I therefore move that the CLA, CAO and the Personnel Department be directed to report with recommendations which would eliminate the existing Managed Employment Process and would once again make the General Managers of City Departments fully accountable for decisions that reflect on their ability to manage their budgets, including staffing, as reflected in the City Charter."

Chief Accounting Officer William Fujioka reported back that he was willing to discuss the end to the freeze as part of the deliberations for the 2005-06 City budget. The Council passed the \$5.9 billion budget and lifted the freeze.

"This is a strong budget, but we still have to watch it closely," Parks was quoted in the *Los Angeles Daily News* as saying. Parks chairs the Budget and Finance Committee. "We still are facing a \$200 million structural deficit, but we have policies in place to control it.

Mayor Antonio Villaraigosa has indicated that addressing a possible \$200 million deficit would be one of his challenges.

**Wanna be heard?** What do you think of the City lifting its hiring freeze? Was it the right time to do that? Send your thoughts to talk-back@cityemployeesclub.com