



The new Fire Station 67, serving Playa Vista.

Public, Private Partnership in Playa Vista

■ Fire Dept.'s new station in Playa Vista uses unique public/private funding.



FIRE DEPT. — Fire Station 67 opened this fall in Playa Vista is a model of partnership funding: construction funds from the big residential development near LAX; personnel funding from the City, courtesy the hard work of Councilman Bill Rosendahl; and public funds from a pancake breakfast in December to help pay for much-needed amenities.

The new Fire Station was built not from Prop F funds, but by Playa Capital, Inc., the developer of Playa Vista, at a reported cost of \$10 million. In 1995, the LAFD met with the developer to review development plans and discuss life safety and fire safety considerations for the proposed project. After reviewing project plans, the LAFD determined that the complexity, scope and magnitude of the project would require a new fire station to be built in the area, since existing Westside fire stations were inadequate and too far away to meet the needs of the future Playa Vista community and minimum response time goals.

But the new station needed to be staffed. So, last May, City Councilmember Bill Rosendahl secured funds for personnel and equipment at the new fire station. The budget for the next fiscal year earmarks approximately \$1.7 million to the LAFD for staffing, firefighting equipment and a fire engine at Fire Station 67.

Rosendahl said that the funding would enhance public safety for Playa Vista, Del Rey, Playa del Rey and Westchester constituents. "Public safety and protecting our neighborhoods comes first," Rosendahl said. "This budget allocation will allow our communities to be better protected in the event of an emergency." The fire station, which will have a total of 12 staff members, will operate 24 hours a day with four officers at a time — a fire engine captain, engineer, and two firefighters, one of which will be a paramedic.



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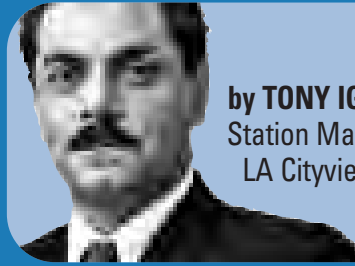
But the station needed more. So on Dec. 8, more than 1,000 pancakes were served during a pancake breakfast to help raise funds for firefighters' living quarters at the new station. The firefighters have little in the way of amenities including cooking supplies, bed sheets and other essentials.

"We need kitchen supplies, small appliances, a couch, and a TV," said Capt. Vince Nixon to the local *Argonaut* newspaper.

The pancake breakfast, which included a silent auction, attracted more than 500 people and raised more than \$15,000 for the cause, including a \$7,500 sponsorship from Time Warner, according to the *Argonaut*.



Tuned In

by TONY IGHANI
Station Manager,
LA Cityview 35

African American Heritage Is One Focus in February

Once again, I wish a happy and prosperous New Year to all *Alive!* readers. This new year, 2008, will be an exciting year for us here at LA CityView 35 as plans are under way to develop great new content and continue on some of our top quality shows including *L.A. This Week*, a two-time Emmy-Award-winning news magazine show, featuring many activities and services of the City of Los Angeles.

As an *Alive!* reader, you should feel comfortable letting us know what programming ideas you may have. We're always looking to better gauge the viewer needs by direct feedback. You can reach at our viewer hotline by calling (213) 473-3978 or email us at ITA.channel35@lacity.org.

Programming Highlights for February

African-American Heritage Month Programming

February is African-American Heritage Month, and in honor of the innumerable African Americans who've left their indelible mark on our history and culture, LA CityView 35 will kick off the celebrations with a recorded broadcast of the City's African-American Heritage Month Opening Ceremony, which took place on the City Hall South Lawn Jan. 28; followed by coverage of events and activities throughout the month, including a poster contest and creative writing competition; and concluding with closing festivities scheduled for Feb. 28 in Leimert Park.

Please visit our Website at www.lacityview.org to view our updated programming schedule.

Aging in LA

Two new episodes of *Aging in LA* make their debut this month.

Long-Term Care Insurance doesn't have many fans, but that may change with the high cost of living longer and the need for security. We will discuss the pros and cons of long-term care insurance and the important elements of planning for long-term health care.

Councilman Tom LaBonge shares his vision of *The Future of Aging in Los Angeles*. Find out what the Councilman sees as the most important aspect of aging in our community.

Airs: Tuesdays at 1:30 p.m. and Thursdays at 8:30 p.m.

Disability Forum

A wide range of topics is featured on the upcoming series of *Disability Forum* programs, hosted by Mitch Pomerantz.

The 2007 Accessible City Expo shows highlights from the exhibition held last October. Both employment opportunities and program and service providers are featured, including Fox Entertainment, Washington Mutual, the IRS, California Mentor, Bethune

Theatredanse, and the City's Personnel Department.

Home Ownership and Persons with Disabilities explores the issues that people with disabilities face when they are looking for a home, or might face as a homeowner after becoming disabled. Guests are Virginia Victorin, vice president of Washington Mutual, and Ester Cadavid, vice president and chief development officer for the Los Angeles Neighborhood Housing Services organization.

Emergency Preparedness: City Perspectives looks at the efforts of the City to raise the awareness and preparedness level within the disability community. Keith Garcia, Emergency Preparedness Coordinator with the City's Emergency Preparedness Department, talks about these important issues.

Regional Centers: What They Do for Persons with Developmental Disabilities explores California's system of Regional Centers, which are overseen and funded by the State Department of Developmental Services. Guest is Mike Danneker, executive director of the Westside Regional Center.

Airs: Thursdays at 9:30 p.m.

Home Shopping Petwork

In this new installment of *The Home Shopping Petwork*, host Andrew Tarr will introduce you to an innovative program that the City has developed to help smooth over those little disagreements that crop up between neighbors when one of them has a dog and the other is feeling dogged. Canine Court is now in session. And meet a Hollywood couple with a house full of movers and shakers. Actor Jon Gries, Napoleon Dynamite's "Uncle Rico," and his girlfriend, Veterinary Tech Melanie Bellomo, have surrounded themselves with quite an entourage. Plus, meet a whole new set of great pets that are shopping for a home.

Airs: Monday through Friday at 8 a.m.

For airing schedule of the above programs, and for more program listings and information, visit www.lacityview.org.



LA Cityview 35 is the City of Los Angeles' Emmy-award winning government channel. Managed and operated by City employees, LA Cityview 35 serves Los Angeles by bringing government closer to their homes. With innovative and timely programming, citizens now can have an active voice in what happens in their local government.

Contact Tony with your questions: channel35@cityemployeesclub.com

Channel 35 Viewer Comment Hotline: (213) 473-3978

See you on LA Cityview 35!