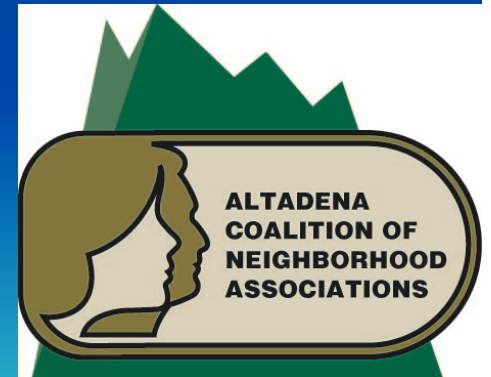


# Altadena Coalition of Neighborhood Associations (ACONA)

Let's keep Altadena  
*"The best neighborhood in LA  
County"!*

November 27, 2018



# Agenda for Tonight's Meeting

## 7:00 PM – 8:30 PM

- **7:00 PM – 7:05 PM Quick introductions and welcome**
- **7:00 PM – 7:20 PM New Grocery Outlet on Lake-**
  - **Michell & Mario Guajardo**
- **7:20 PM – 7:35 PM Credit and Debit Card Crimes in Altadena**
  - **Detective Derric Taylor Altadena Sheriff's Station**
- **7:35 PM – 7:55 PM Southern California Edison (SCE) Infrastructure, communications & plans for public safety shutdowns**
  - **David A. Ford, Government Relations Manager, SCE Local Public Affairs**
- **7:55 PM – 8:00 PM Altadena Fence Registration**
  - **Alex Garcia, Supervising Regional Planner, Zoning Enforcement East, Department of Regional Planning**
- **8:00 PM – 8:05 PM New Traffic Safety Initiative from LA County**
  - **Justin Robertson, Policy Analyst, PLACE (Policies for Livable Active Communities and Environments) LA County Dept. of Public Health**
- **8:05 PM – 8:30 PM Open discussion Q&A**
- **8:30 PM Meeting end**



# Your ACONA Team

- Elliot Gold
- Nina Ehlig
- Melody Comfort
- Ellen Walton
- Holly Rundberg
- Carlotta Martin
- Sussy Nemer
- Captain Vicki Stuckey



# **New Grocery Outlet on Lake**

**– Mitchell & Mario Guajardo**



# Grocery Outlet co-CEOs

Third generation family-run company



**MacGregor Read**  
*Co-CEO*



**Eric Lindberg**  
*Co-CEO*

This culture is represented by the leadership structure of the company. In 1982, Peter and Steven Read took management control of Grocery Outlet when their father, Jim Read, passed away unexpectedly on a business trip, and became Co-CEOs in the 1990s. In 2006, that tradition continued when Peter Read's son-in-law, Eric Lindberg, and Steven Read's son, MacGregor Read, assumed the roles of Co-CEOs together. The Co-CEO model facilitates a flexible, creative approach to leadership that extends throughout the company.

# Culture

**GOI is a company driven by family values which are reflected throughout the organization**

- Every operator, employee and supplier is treated with the utmost respect
- Management believes that the operators and employees are the first priority and that Management and shareholders are rewarded after those groups are adequately compensated
- The Company believes in empowering those that are closest to the customer to deliver superior value on a daily basis
- As a company that is tied to the communities in which it operates, GOI requires that its operators be model citizens in those communities – showing a commitment to growth and prosperity

# GOI Offers Significant Value to Customers Due to its Differentiated Opportunistic Sourcing Model

## 1 of 2

### Grocery Outlet Sourcing – Two Primary Methods

Opportunistic (~60% of purchases)

Made-to-Order (~40% of purchases)

- **Opportunistic purchases represent CPGs' excess inventory: close-dated products, production overruns, packaging changes, discontinued products and new product innovation**
- **GOI is the preferred CPG partner for a non-disruptive, brand-protected sales channel to clear excess inventory**
- **Opportunistic sourcing allows GOI to pass along significant savings to customers while making a healthy margin**
  - **Target 40-70% savings versus conventional supermarkets**
  - **Target 15-30% savings versus discount competitors such as Walmart and WinCo**

## GOI Offers Significant Value to Customers Due to its Differentiated Opportunistic Sourcing Model

2 of 2

- When staples, such as milk or sugar, cannot be sourced opportunistically, GOI buyers purchase these items from suppliers
- Provides customer convenience via a more complete product assortment
- Captures sales of high demand items that would not be carried otherwise
- Products priced at or below conventional supermarkets' and discount competitors' everyday prices

A short video about our business model about our business model:

<https://www.youtube.com/watch?v=HQx4TvnFufA>













# “WOWs” – Dramatic Discounts on Select Products

Opportunistic sourcing leads to “WOWs” and a treasure hunt shopping experience that excites customers and keeps them coming back

- Grocery Outlet refers to its best opportunistic buys as “WOWs”, both internally and in the store
- Most “WOWs” are priced at a 50-75% discount to prices in conventional grocery stores

Examples of “WOWs” this year include:

<p>Zico Coconut Water (1L)</p>	<p>Chex Mix (28 oz.)</p>	<p>Best Foods Mayonnaise (22 oz.)</p>	<p>Ball Park Meat Franks (15 oz.)</p>
 <ul style="list-style-type: none"> <li>• GOI Retail: \$1.99</li> <li>• Value: \$4.99</li> <li>• Savings: 60%</li> </ul>	 <ul style="list-style-type: none"> <li>• GOI Retail: \$2.99</li> <li>• Value: \$7.19</li> <li>• Savings: 58%</li> </ul>	 <ul style="list-style-type: none"> <li>• GOI Retail: \$1.99</li> <li>• Value: \$3.99</li> <li>• Savings: 50%</li> </ul>	 <ul style="list-style-type: none"> <li>• GOI Retail: \$1.99</li> <li>• Value: \$4.99</li> <li>• Savings: 60%</li> </ul>
<p>Craisins (18 oz.)</p>	<p>Strawberries (1 lb.)</p>	<p>Deep Sea Chardonnay (750mL)</p>	<p>Häagen-Dazs (15 / pack)</p>
 <ul style="list-style-type: none"> <li>• GOI Retail: \$1.99</li> <li>• Value: \$9.99</li> <li>• Savings: 80%</li> </ul>	 <ul style="list-style-type: none"> <li>• GOI Retail: \$0.99</li> <li>• Value: \$2.99</li> <li>• Savings: 67%</li> </ul>	 <ul style="list-style-type: none"> <li>• GOI Retail: \$3.99</li> <li>• Value: \$20.99</li> <li>• Savings: 81%</li> </ul>	 <ul style="list-style-type: none"> <li>• GOI Retail: \$7.99</li> <li>• Value: \$15.99</li> <li>• Savings: 50%</li> </ul>

# NOSH Growth Driven by Customer Demand

July 30 NBC News San Diego Story About Affordable Options Organics:

## Assortment

Growth Categories:

- Healthy Snacks
- Coffees
- Breads
- Oils (Olive, Coconut, Grape Seed, Sesame, etc)
- Produce
- Milk
- Deli

Focus on everyday items that are underpenetrated:

- Bread- bread wall re-sets
- Organic coffee shelf space
- Ghee, Truffle Oil, Branded & Organic K-cups.
- Continue **Fresh & New!**

## Merchandising & Operations

- Added top organic industry personnel
- Allocated more space to fresh products and NOSH
- Customers education on NOSH benefits
- Recipes & NOSH product education

<http://www.nbcsandiego.com/news/local/More-Options-For-Organic-Shopping-320220161.html>



## GROCERY OUTLET bargain market

### FRESH PRODUCE



**WOW!**  
60% OFF  
**1.99**

Halo's California Mandarins, 2 lb bag



**SAVE UP TO \$2**  
**3.99**

Gala, Fuji, Braeburn or Jonagold Apples, 5 lb bag



**WOW!**  
50% OFF  
**2.99**

Hass Avocados, 2 lb bag



**SAVE UP TO \$4**  
**4.99**

Mandarin Farms Cheddar Cheese, 2 lb assorted in the deli



**WOW!**  
61% OFF  
**2.57**

Land O Lakes European Style Butter, 1 lb in the deli



**BUY 2, GET 1 FREE**

Only \$14 each when you buy 3. Limit 3 free

**WOW! 56% OFF \$3 each deli**

Chicken of the Sea Chunk Light Tuna in Water or Oil, 5 oz

### SAVE 50% OF THE WEEK



**WOW!**  
75% OFF  
**3.99**

Red & Sea Organic Pinot Noir or Cabernet Sauvignon 750 ml

**HOW WE WOW!**

We got a great haul on the fine wines that you don't see every day. The Pinot Noir was from a vineyard in the heart of the Oregon wine country. The Cabernet Sauvignon was from a vineyard in the heart of the Oregon wine country. Enjoy these wines in the heart of the Oregon wine country.

**Get Yours TODAY!** **\$3 OFF** **\$3 OFF COUPON** for any NEW Email Sign-Up at Grocery Outlet.com

### FRESH MEAT



**WOW!**  
53% OFF  
**79¢/lb**

Tyson All Natural Fresh Whole Chicken



**WOW!**  
83% OFF  
**3.99**

NOSH 3 lb



**WOW!**  
80% OFF  
**4.99**

Wisconsin Premium Sliced Cheese, 1.5 lb assorted in the deli



**WOW!**  
56% OFF  
**3.99**

Royal Uncured Applewood Smoked Bacon, 12 oz assorted in the deli

### VITAMIN SALE 25% OFF

Retail Natural or Premium Health, Naturally Vitamins & Supplements



January 3-9, 2018 only!

## HEALTHY HAULS!



**SAVE UP TO \$2.40**  
**2.99**

Humboldt Creamery Organic Milk, Half Gallon assorted or Half & Half, 1 qt



**WOW!**  
50% OFF  
**2 for \$5**

Rose Acres Farms Large Grade A Cage-Free Eggs, 1 dozen in the deli



**WOW!**  
63% OFF  
**2.99**

Integrity Farms Organic Vegetables, 28 oz Assorted in the freezer



**WOW!**  
60% OFF  
**7.99**

Alaska Organic Mango Chunks or Whole Strawberries, 4 lb in the freezer



**WOW!**  
50% OFF  
**2 for \$4**

Kevita Kombucha or Probiotic Drinks, 15.2 oz or Farmhouse Culture Gut Patch Probiotic Drinks 12 oz assorted in the deli



**WOW!**  
53% OFF  
**99¢**

Chobani Smooth Yogurt, 2 qt, 5.3 oz cups Assorted varieties in the deli

### Superfoods Event! ONE MILLION DOLLAR PURCHASE! SAVE 50-80+%\*

\*Compared to traditional grocery store



**WOW!**  
86% OFF  
**6.99**

Anthony's Organic Superfoods Powder, 16 oz Turmeric, Maca Root, or Moringa Leaf



**WOW!**  
75% OFF  
**4.99**

Nourish Canadian Whole Grain Quinoa, 4 lb



**WOW!**  
65% OFF  
**99¢**

Thirsty Bud's All Natural Coconut Water with Pulp, 17.5 oz



**WOW!**  
65% OFF  
**99¢**

Core Organic Energy Drinks, 12 oz assorted



**WOW!**  
50% OFF  
**4.99**

Harvest Snaps Lightly Salted Snapee Crisps, 16.3 oz

# Consistent Reinvestment in Existing Store Base

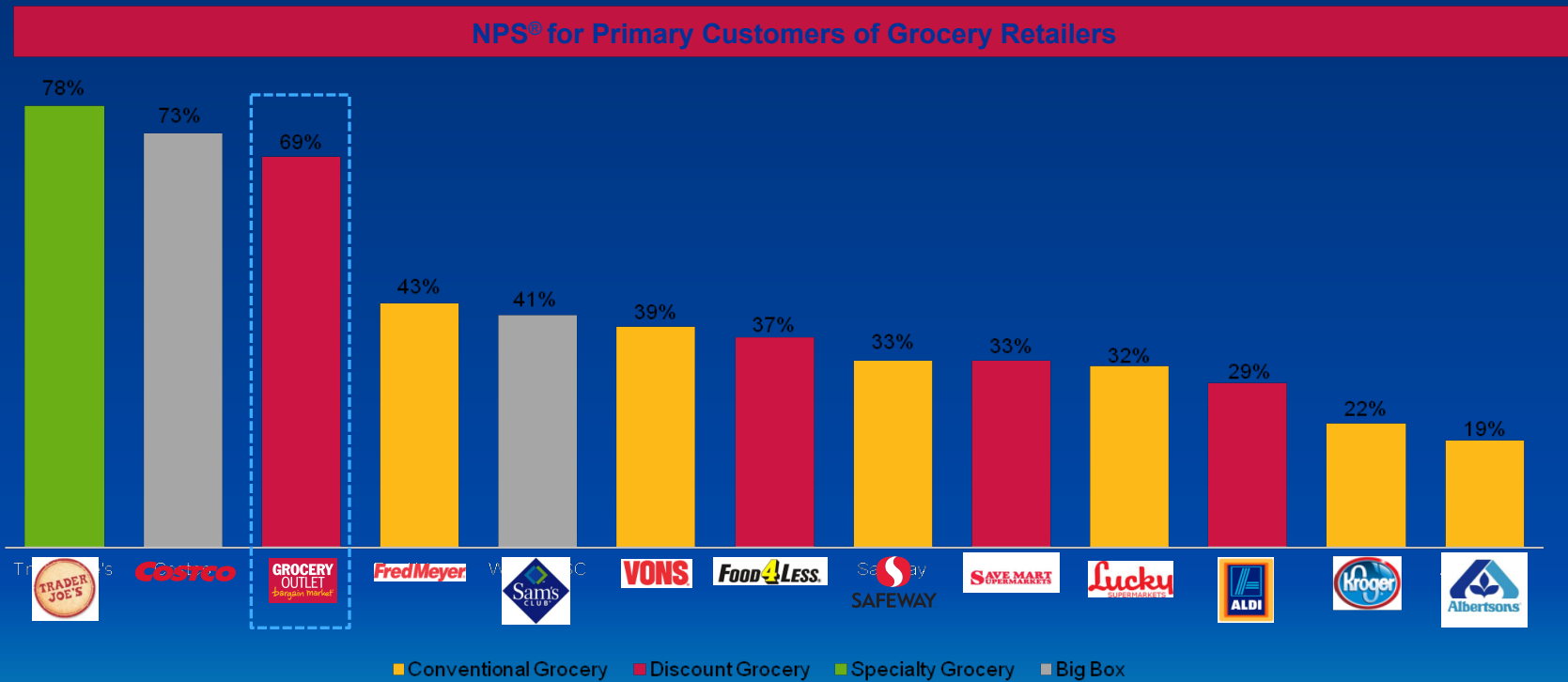
Grocery Outlet has an extremely well maintained store base

- Over 95% of the existing store base has been opened, relocated or renovated since 2009
- Grocery Outlet has invested \$40 million in remodeling and upgrading stores over the last 5 years
- On average, Grocery Outlet spends \$40-50 thousand per store per year on store maintenance and upgrades



# Grocery Outlet's High Customer Satisfaction

The Independent Operator model drives customer loyalty and satisfaction



# Los Angeles Grocery Outlet Sites

**Avocado Heights** Open 8am - 10pm Every Day!  
520 Workman Mill Rd. @ Don Julian Rd. • (626) 626-8500

**Azusa** Open 8am - 10pm Every Day!  
355 N. Citrus Ave. @ Alosta Ave. • (626) 334-6355

**Baldwin Park** Open 8am - 10pm Every Day!  
4249 Maine Ave. @ Clark St. • (626) 498-0707

**Burbank** Open 8am - 10pm Every Day!  
1615 W. Verdugo Ave. @ N. Sparks St. • (747) 283-1129

**Compton** Open 7am - 9pm Every Day!  
2175 W. Rosecrans Ave. @ Central Ave. • (310) 667-5527

**Costa Mesa** Open 8am - 10pm Every Day!  
1835 Newport Blvd. Ste C140 @ Harbor • (949) 642-5800

**Downey** Open 8am - 10pm Every Day!  
8320 Firestone Blvd. @ Downey Ave. • (562) 231-2333

**Downtown LA** 7am - 10pm Every Day!  
1120 West 6th St. @ Bixel St. • (213) 372-5003

**Duarte** Open 8am - 10pm Every Day!  
1322 Huntington Dr. @ Buena Vista St. • (626) 531-7334

**Huntington Beach** Open 8am - 10pm Every Day!  
16672 Beach Blvd., Suite 1 • (714) 369-6301

**Inglewood** Open 7am - 10pm Every Day!  
2810 W Imperial Highway • (323) 451-3070

**La Habra** Open 8am - 10pm Every Day!  
2001 W. Whittier Blvd. @ Beach Blvd. • (562) 691-7744

**La Mirada** Open 8am - 10pm Every Day!  
15745 Imperial Highway, Suite B • (562) 475-5395

**Lake Forest** Open 8am - 10pm Every Day!  
22475 El Toro Road • (949) 900-8140

**Lakewood** Open 7am - 10pm Every Day!  
5615 Woodruff Ave. @ South St. • (562) 920-2900

**Long Beach** Open 7am - 10pm Every Day!  
6436 E. Spring St. @ Palo Verde Ave. • (562) 425-5550

**Long Beach 7th St.** Open 7am - 10pm Every Day!  
1340 E. 7th St. @ Nebraska Ave. • (562) 349-0393

**Ontario** Open 8am - 10pm Every Day!  
2275 S. Euclid Ave. @ Philadelphia St. • (909) 391-9111

**Orange** Open 8am - 10pm Every Day!  
1803 E. Chapman Ave. @ N. Tustin St. • (714) 919-8100

**Oxnard** Open 7am - 10pm Every Day!  
920 N. Ventura Rd. • (805) 973-8863

**Paramount** Open 8am - 10pm Every Day!  
15719 Downey Ave. @ Alondra Blvd. • (562) 333-4080

**Rosemead** Open 8am - 10pm Every Day!  
9026 E. Valley Blvd. @ Rosemead Blvd. • (626) 782-7828

**Sun Valley** Open 8am - 10pm Every Day!  
8920 Glenoaks Blvd. @ Penrose St. • (818) 351-4100

**San Gabriel** Open 8am - 10pm Every Day!  
7260 N. Rosemead Blvd. @ Huntington Dr. • (626) 656-6520

**Tustin** Open 8am - 10pm Every Day!  
12932 Newport Ave. @ Old Irvine Blvd. • (657) 247-0470

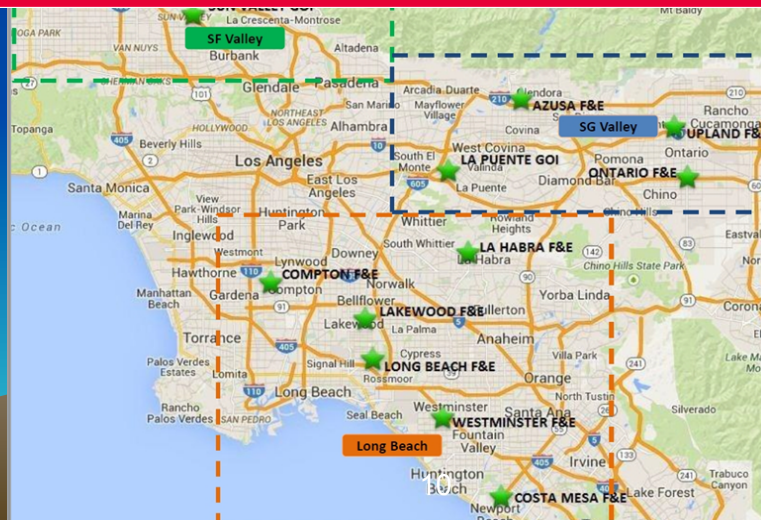
**Upland** Open 8am - 10pm Every Day!  
176 S. Mountain Ave. @ 8th St. • (909) 949-6155

**Ventura** Open 6am - 10pm Every Day!  
9372 Telephone Rd. @ S. Petit Ave. • (805) 303-6282

**Westminster** Open 7am - 10pm Every Day!  
15412 Goldenwest St. @ McFadden • (714) 892-8922

**Whittier** Open 8am - 10pm Every Day!  
13301 Whittier Blvd. @ Painter Ave. • (562) 464-0466

**Woodbridge Village (Irvine)** Open 7am - 10pm Every Day!  
4730 Barranca Parkway, Irvine • (949) 732-3876



Thank you,  
Michell & Mario Guajardo



# Credit and Debit Card Crimes in Altadena

Altadena Sheriff's Detective  
Derric Taylor





# **Southern California Edison (SCE) Infrastructure, communications and about plans for public safety shutdowns**

- **David A. Ford, Government Relations  
Manager, SCE Local Public Affairs**



# SOUTHERN CALIFORNIA EDISON

## Wildfire Mitigation, Safety & Grid Resiliency

Altadena Coalition of Neighborhood Association



Energy for What's Ahead®

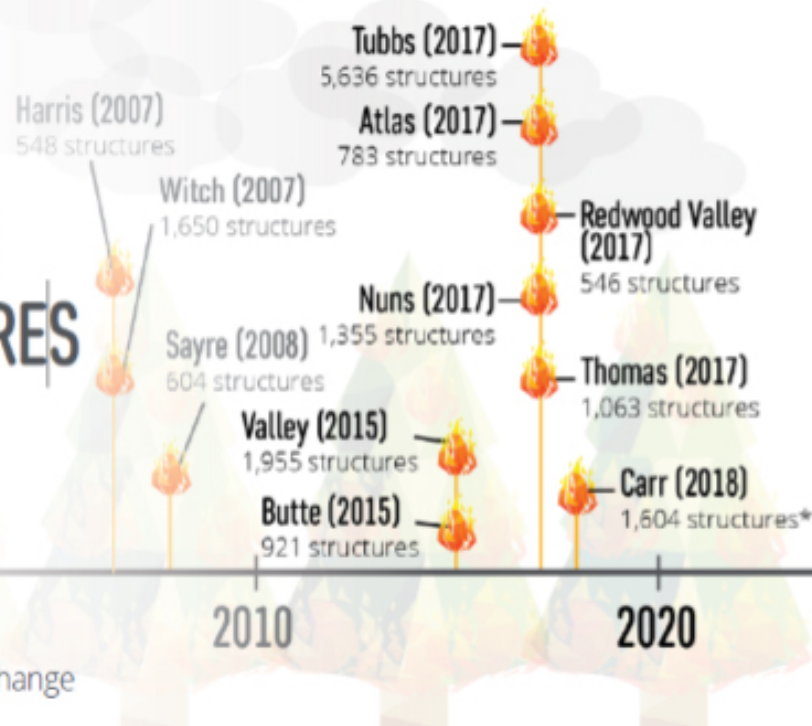


# CALIFORNIA'S WILDFIRE RISK

**Year-Round Fire Season:** Changes to California's climate means that the traditional notion of a fire "season" no longer exists

**Hazardous fuel is building up:** 9M acres of land contain ready-to-burn kindling from nearly 129M trees that have been killed or weakened by drought and bark beetle infestation

8 OF THE 20  
MOST DESTRUCTIVE  
CALIFORNIA WILDFIRES  
HAVE HAPPENED  
SINCE 2015<sup>v</sup>



\* Fire uncontained and totals likely to change

**Year-Round Fire Season:** Changes to California's climate mean that the traditional notion of a fire "season" is out of date: The catastrophic 2017 Thomas Fire occurred in December, which had not previously been a destructive month for fires.

# SCE's WILDFIRE MITIGATION STRATEGY

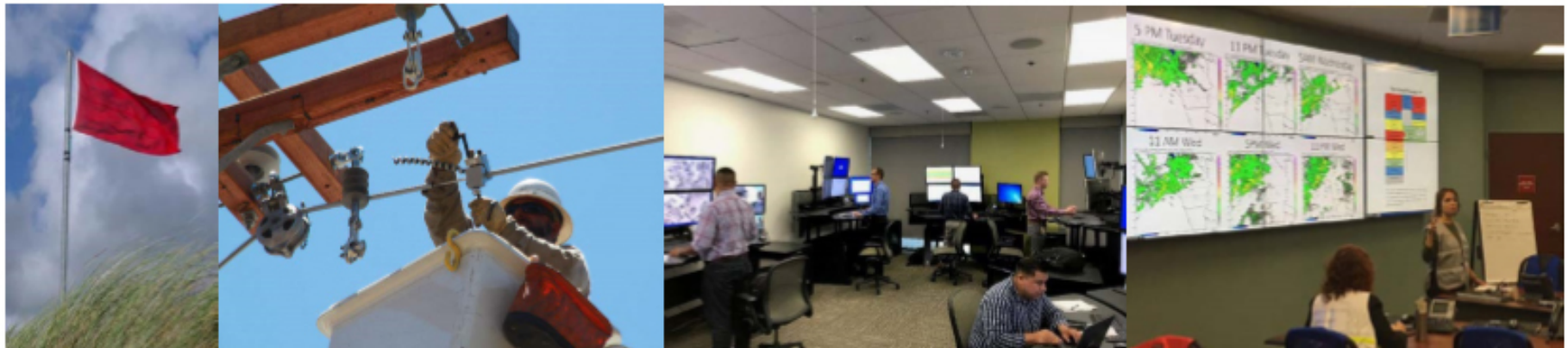
We have long taken substantial steps to reduce the risk of wildfires, and we continue to proactively enhance our operational practices and infrastructure through our comprehensive wildfire mitigation strategy

**Long-Standing  
Operational  
Practices**

**Investing in  
System  
Hardening  
of Electric Grid**

**Bolstering  
Situational  
Awareness  
Capabilities**

**Enhancing  
Operational  
Practices**



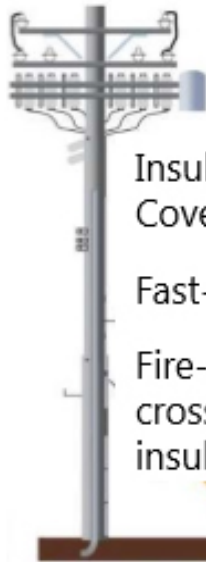
# MITIGATION STRATEGY BASED ON FIRE SCIENCE



- Heat (ignition source & energy level)
- Fuel (material or dry vegetation)
- Oxygen (catalysts or wind gusts)

# SYSTEM HARDENING ELEMENTS

## Hardened System



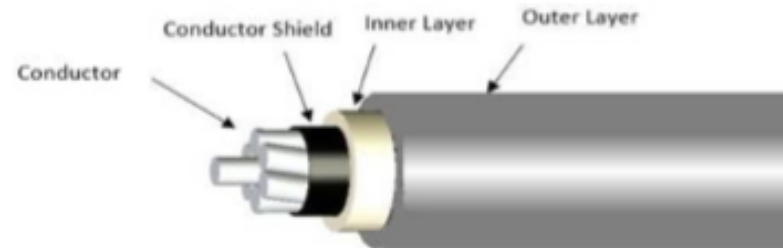
Insulated Wires /  
Covered conductors

Fast-acting fuses

Fire-resistant poles,  
crossarms and  
insulators



## Covered Conductor



## Fast-Acting Fuses



ELF Current  
Limiting Fuse



X-Limiter CLF

# VEGETATION MANAGEMENT

- **20+** in-house certified arborists
- **800+** pruning contractors
- **≈ 900,000** trees inspected annually
- **≈ 700,000** pruned per year;  
**400,000** trees in high fire risk areas
- Dead, dying, diseased tree removal;  
total drought and bark beetle trees  
removed in 2017 was **39,000**
- Expanding use of Light Detection  
and Ranging (LiDAR) technology
- Joint patrols with fire agencies



# FIRE AND SEVERE WEATHER MONITORING



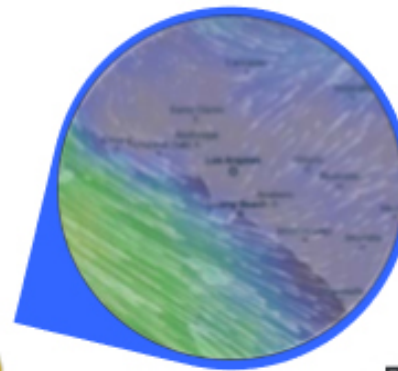
## Weather Stations

- Hi-Res Data
- Local Weather



## Situational Awareness Center

- 24/7 monitoring
- SCE meteorologists



## Advanced Weather Modeling

- Better Forecasting
- Advanced Warning



## Fire Monitoring Cameras

- High-Definition
- Remote-controlled

Fire Cameras: [www.alertwildfire.org](http://www.alertwildfire.org)



# FIRE AND SEVERE WEATHER MONITORING

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Fire Cameras: [www.alertwildfire.org](http://www.alertwildfire.org)

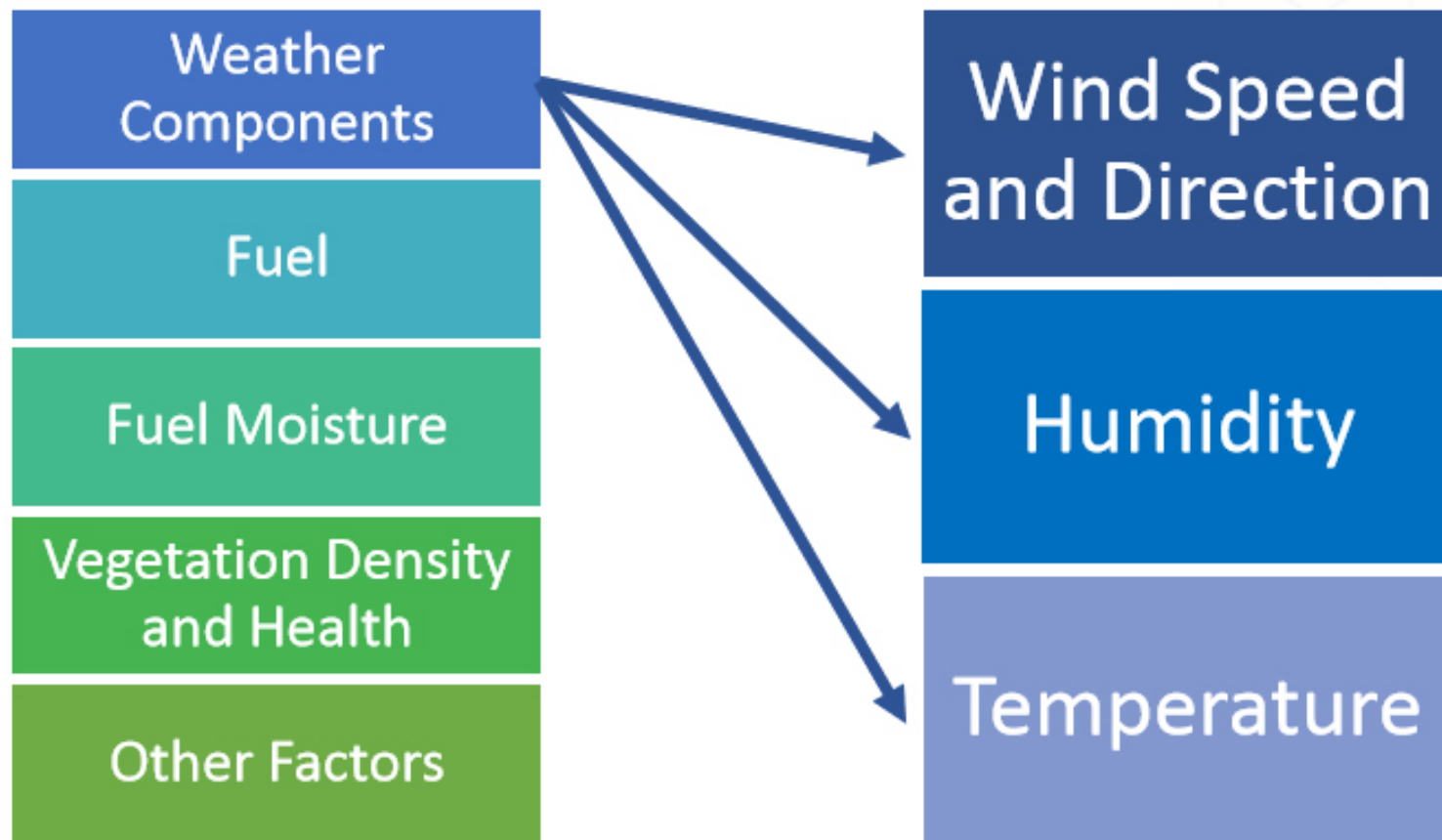
Energy for What's Ahead®

## MITIGATION OF LAST RESORT: PUBLIC SAFETY POWER SHUTOFF

- De-energization to **prevent wildfire ignitions**
- Used only in **most extreme weather conditions**. Factors include but are not limited to:
  - Strong Winds – Potential **debris/vegetation blowing** onto conductors
  - Low Humidity
  - High Temperature
  - Limited to impacted circuits in high fire risk areas
- Red Flag Warning **does not** mean a PSPS will be called
- **More frequent use possible** given increased wildfire risk
  - Estimated frequency
  - Duration driven by weather conditions
- **Preparations:** SCE has held workshops with a number of agencies including telecommunications and water services. Ongoing discussions continue

# PSPS USED ONLY DURING EXTREME FIRE CONDITIONS

- Significantly **increased risk of ignition**
- Fires can grow rapidly, burn intensely, and/or erratically



# PUBLIC SAFETY POWER SHUTOFF - CONSIDERATIONS

Many factors inform decision to turn power off. Factors include but are not limited to:

- **Real-time conditions**
  - Weather station data
  - Trained field personnel in local area
- **Input from fire authorities and Emergency Management Personnel**
  - Evacuation orders / status
  - Impact on essential services
  - Location of evacuation centers
  - Other emergency operations



# PUBLIC SAFETY POWER SHUTOFF: TIMELINE



**NOTE: Actual weather conditions and other circumstances beyond our control may impact coordination and advance notification efforts**

# COMMUNITY RESILIENCE & PREPAREDNESS

---

- **Power Outages Can Occur for Many Reasons**
  - Maintenance
  - Emergency Repairs
  - Requests from Fire Agencies
  - Natural Disasters
  
- **Have a Plan and Be Prepared**
  - Be Informed
  - Plan Ahead
  - Take Action

[www.Ready.gov](http://www.Ready.gov)

# Thank You






# Altadena Fence, Wall & Hedge Registration

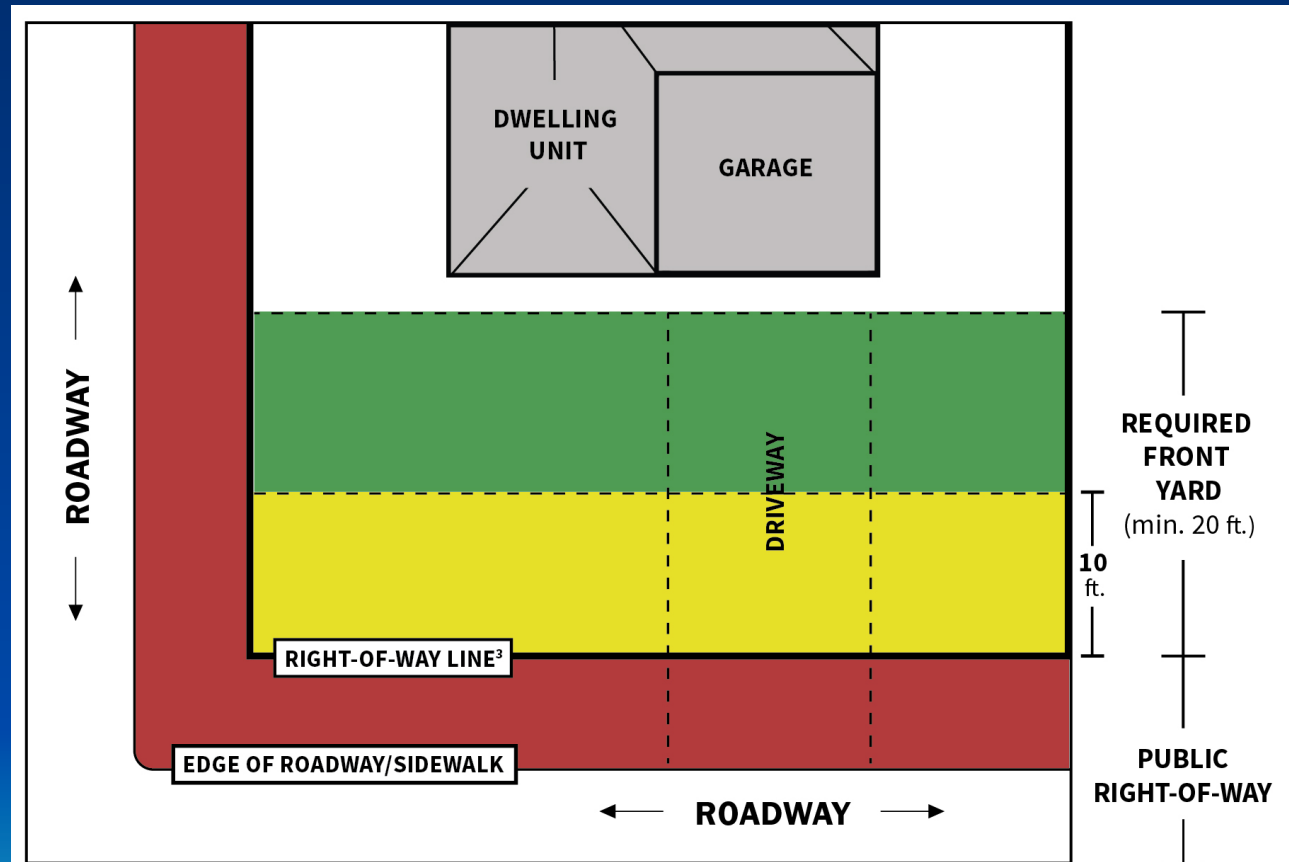
Alex Garcia, Supervising Regional Planner,  
Zoning Enforcement East, Department of Regional Planning






# Summary of Standards for Corner Lots

-  From 10 feet back: 6 feet maximum
-  Between ROW Line and 10 feet back: 42 inches maximum
-  Not permitted



# Summary of Standards for Interior Lots

 From 10 feet back: 6 feet maximum

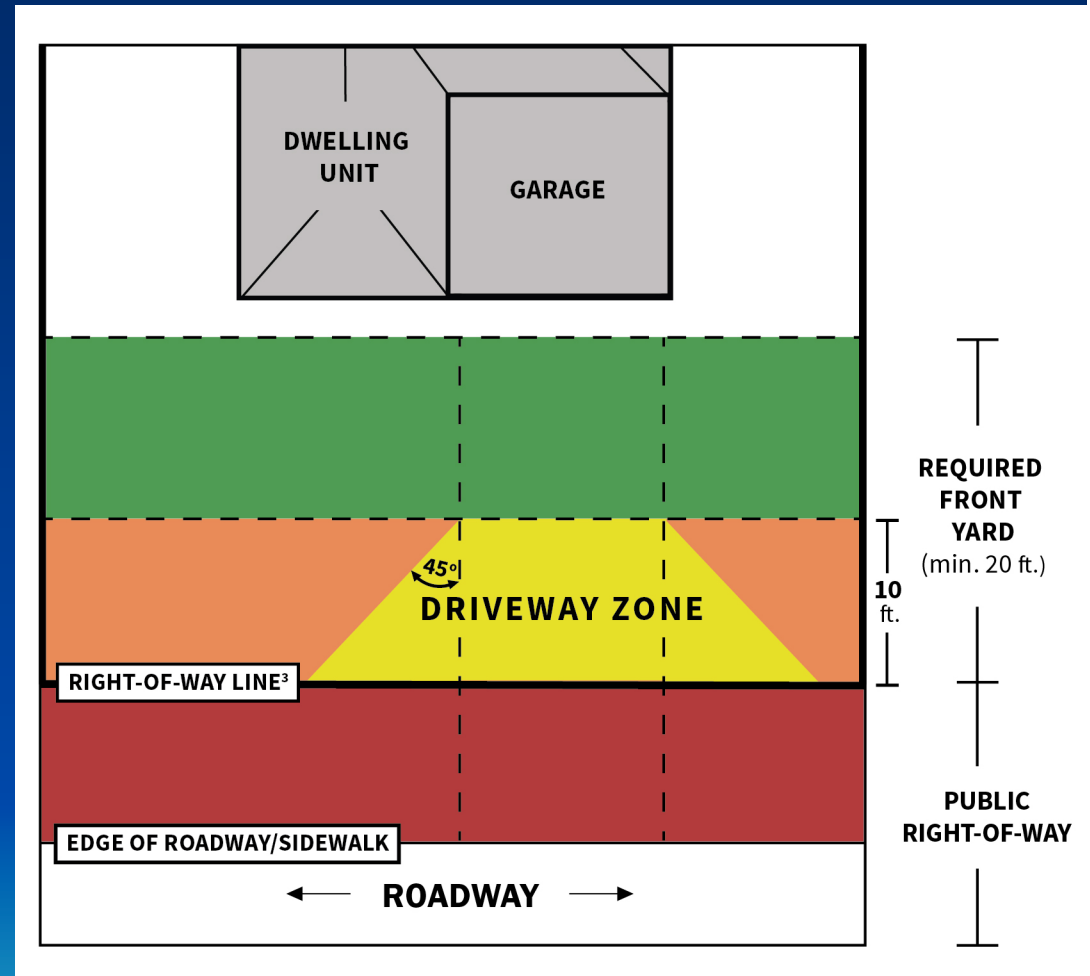
 Outside of Driveway Zone, between ROW and 10 feet back:

*Walls and Fences:* 6 feet maximum, any portion above 42 inches shall be 80% transparent or open and non view-obscuring

*Hedges:* 42 inches

 Within Driveway Zone: 42 inches maximum

 Not permitted



# Fence, Wall & Hedge Registration



- Voluntary compliance registration program
- Registration deadline: April 1, 2019
- Registration allows compliance to be secured by January 1, 2034

# Registration

- Online or in-person submission
- Free, no-cost registration
- Upcoming registration workshops (Dates and Location TBA)



# New Traffic Safety Initiative from LA County

- Justin Robertson, Policy Analyst, PLACE Program, (Policies for Livable Active Communities and Environments) LA County Dept. of Public Health



# VISION ZERO LA COUNTY

The Vision Zero initiative creates goals, objectives, and timelines for reducing traffic deaths and severe injuries towards zero.

**Over 600 PEOPLE** LOSE THEIR LIVES  
ANNUALLY IN TRAFFIC CRASHES IN LOS ANGELES COUNTY  
**Over 60** OF THESE FATALITIES OCCUR  
ON UNINCORPORATED AREA ROADWAYS.

## What is Vision Zero?

**Vision Zero is an initiative** to reduce traffic fatalities and severe injuries to zero. Through this initiative, **traffic safety will be enhanced** for all transportation modes in Los Angeles County unincorporated areas. This will be accomplished by collectively using **engineering, enforcement, and education strategies.**

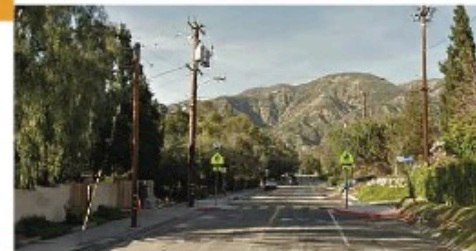
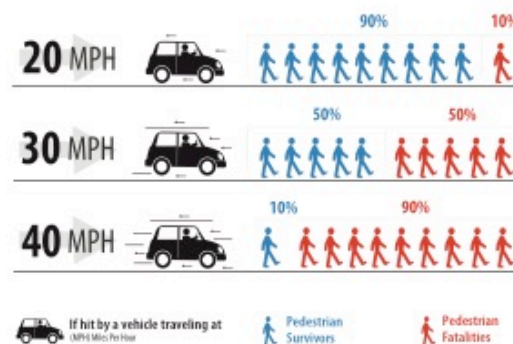
## Planning for Action

Los Angeles County is currently analyzing data to help prioritize locations to implement Vision Zero strategies.

An **Action Plan** is being developed to serve as a roadmap to guide the implementation of traffic safety enhancements. The Action Plan is expected to be completed **spring of 2019**. For more information call (626) 300-4706.

## Speed Matters

Although there are several factors that lead to fatal or severe injury crashes, unsafe vehicle speed is one of the leading contributors. **Slowing down** is essential to creating safer communities for all roadway users.



## Safety Reminders

- Slow Down
  - Allow plenty of time to reach your destination.
- Stay alert while driving and avoid distractions!
  - Watch for pedestrians and bicyclists
  - Do not text and drive
- Obey all traffic laws
- Report roadway concerns to Los Angeles County
  - Download – *The Works* App
  - Visit - [dpw.lacounty.gov/contact](http://dpw.lacounty.gov/contact)
  - Call - (800) 675-4357



County of Los Angeles

• QUESTIONS?



**Please be sure you  
signed in**

(if we already have your email  
address, we just need your name)





# Schedule for remaining ACONA Meetings 2019

- January 30<sup>th</sup>
- March 26<sup>th</sup>
- May 28<sup>th</sup>
- September 24<sup>th</sup>
- November 26<sup>th</sup>



Thank you!  
Questions?