

ATTACHMENT 1



CITY OF LAKE FOREST

ACC-OC GOLDEN HUB OF INNOVATION 2024

Category: Collaborative Community Development & Innovation

City of Lake Forest's Strategic Economic Investment Program:

Buy-One-Get-One Shop and Dine Community Gift Card Program

Catalytic Converter Theft Deterrent Mitigation Program

BACKGROUND

The City of Lake Forest (“City”), along with every other community, felt the effects of the COVID-19 pandemic. The City implemented several services and resources, including its Strategic Economic Investment Program (“SEIP”), to help those affected by the pandemic recover.

On February 15, 2022, the Lake Forest City Council approved the SEIP. The SEIP assigns **\$8,303,350 in economic support funds** to three business types: restaurants, hotels, and other impacted industries. The City Council’s intent in approving the SEIP is to help local businesses offset the economic damage caused by COVID-19, better prepare businesses to weather future pandemics, and encourage business activity in sectors that experienced significant economic adversity.

RESEARCH AND PLANNING

Over several months, the City worked to develop programs that provide economic support to businesses in each of the three categories. On June 21, 2022, the City Council approved a contract with a consultant to help the City develop programs that match the genuine needs of Lake Forest businesses and promote progress toward the goals of SEIP.

The consultant and City staff surveyed 10 cities throughout California to see what initiatives they implemented to increase economic development through residents’ participation. Research showed that seven of the 10 cities rolled out a program that paid residents to shop locally. Participants were able to purchase a gift card from the city and receive a second one of the same value to use at local businesses in the community. Each city saw an average 5-18 percent increase in sales during the duration of the program. In addition, within the last few years, thefts of catalytic converters have gone up dramatically. City staff and the consultant researched ways to help reduce these incidents.

After the completion of a thorough outreach process to the business community, City staff and the consultant proposed economic support programs to the City Council. The City Council approved two programs: the Shop and Dine Community Gift Card Program (“BOGO”), and the Catalytic Converter Theft Prevention Program. These programs continue to operate, offering economic benefits to businesses, residents, and Lake Forest visitors.

COMMUNITY GIFT CARD PROGRAM

Designed to support local businesses and bolster the local economy, the BOGO program offers residents and community members the opportunity to purchase community gift cards redeemable exclusively at participating Lake Forest-based businesses.

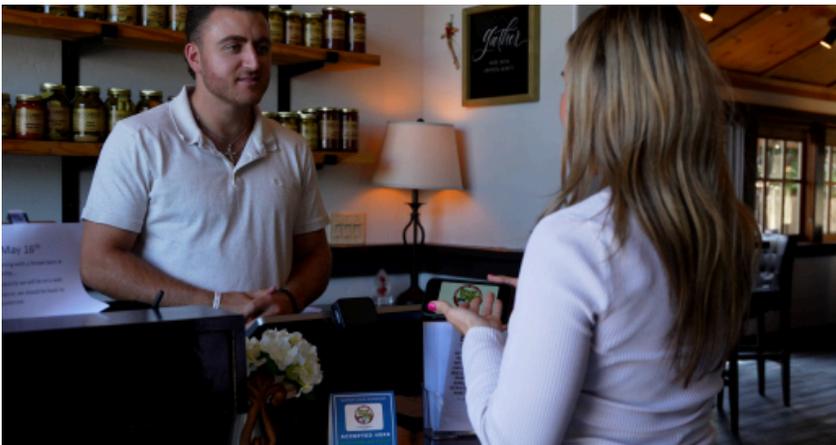
Gift cards are available in \$50 and \$100 denominations, with a unique "buy one, get one" (BOGO) offer in which a purchaser will receive a matching card of equal value, effectively doubling their purchasing power and encouraging local spending.

The City invites local businesses to sign up to participate. Certain businesses, such as restaurants and hospitality-based businesses, automatically qualify to participate in the program. Other businesses, such as storefront retail, personal care services, automotive, etc., can participate but must attest to having experienced a negative economic impact from COVID-19. If a business can accept Mastercard credit card payments over the phone, it can accept the community gift card.

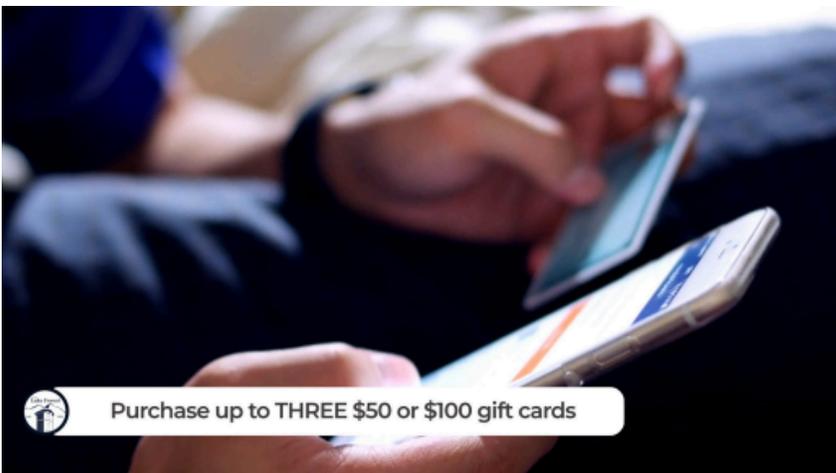
With approximately **\$4 million** in funding approved by the Lake Forest City Council, spread across seven phases, the program aims to revitalize the local economy, stimulate growth, and enhance community well-being.

For further details and a comprehensive list of participating businesses, please refer to the official Lake Forest Community Gift Card Program webpage at www.lakeforestca.gov/giftcard.

CAMPAIGN



Click here for
[**BOGO COMMERCIAL**](#)



Click here for
[**PSA VIDEO**](#)

Promotional Material



Articles and Social Media

LAKE FOREST APPROVES COMMUNITY-BOOSTING PROGRAMS

B1G1 Gift cards and Catalytic Converter Programs Headed Your Way

Lake Forest residents will soon be able to buy a community gift card and get a second card of the same value free, under a program approved by the City Council in October. The cards would be redeemable at any local business that signs up to participate in the program.

The Council at the same meeting also approved two programs to help residents protect their vehicles from catalytic converter theft. Once fully implemented, residents will be able to have their catalytic converters painted and etched for free or receive a \$250 rebate towards the purchase and installation of a theft deterrent metal plate.

Community Gift Cards

The Community Gift Card Program is designed to help restaurants, hospitality businesses, and other local businesses rebound from the COVID-19 pandemic. Residents will be able to buy a card for \$25, \$50, or \$100 online and receive a second digital card of equal value. The cards could then be used at participating Lake Forest restaurants and local businesses. The Council allocated \$575,000 for the program, which will pay for the gift cards as well for assistance in marketing the program by the Lake Forest Chamber of Commerce.

City staff will work to get the Community Gift Card Program set up in time for residents to buy the cards for the holidays, and a link will be posted on the City's website, www.lakeforestca.gov. Similar programs have been produced in cities across California as a way to help businesses rebound from COVID-19 restrictions and their associated economic ripple effects.

Visit www.bit.ly/LFBOGO for more information about the gift card program.



reported stolen in Lake Forest each month.

Under the program, residents who take their id a pre-approved shop can have their vehicle id etched on the converter for free. The etching de law enforcement can link a stolen converter. Residents will also have the option of purch local shop install a metal theft deterrent shield converter. Residents that opt for the shield pr \$250 rebate on their purchase, so long as the t a participating local business. City staff hope t converter programs up and running by Decembe The Council, which already announced an online

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Just like in previous rounds, residents can buy a maximum of three cards, with a maximum spending limit of \$400 in any single transaction.

There are several reasons a Lake Forest business would want to participate, including:

- Drive more business into your store.
- Keep customers spending local.
- Cards can ONLY be used at participating merchants.
- No special technology or administration required to participate (Must accept Mastercard and be able to key in the transaction like a phone order).
- No back-office administration. Funds are automatically paid to you, via your usual Mastercard processor.
- There is no fee to participate.

If you're a Lake Forest business that wants to register to participate in the program, follow these five simple steps:

RESULTS



of Enrolled Businesses

115



of Purchased Cards (including BOGO)

77,665



Value of Purchased and BOGO Cards

\$7,438,460

CATALYTIC CONVERTER THEFT MITIGATION PROGRAM

To prevent catalytic converter theft, a growing problem nationwide, the City of Lake Forest has instituted a series of prevention programs. These include the Catalytic Converter Painting & Etching (P&E) Program and the Catalytic Converter Shield Program; both of which provide funds to support catalytic converter theft mitigation.

The program was based on the success of an event in 2021 where 50 Lake Forest residents were able to get their vehicle identification numbers (“VIN”) etched on their catalytic converter for free. The CAT Program included this service and offered residents a \$250 gift card to offset the cost of having a shield installed on their catalytic converter.

Painting & Etching Program

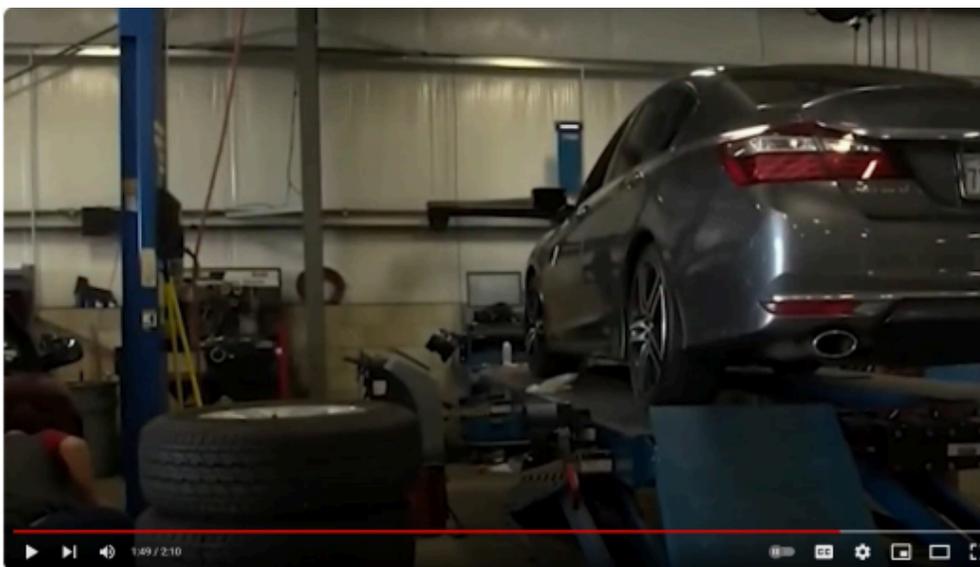
Under the P&E Program, residents and local businesses with fleet vehicles can apply to have their **catalytic converters painted and etched for free**. Painting and etching catalytic converters can help deter thieves and assist law enforcement in prosecuting criminals who steal the valuable parts.

Painting and etching services are provided by Lake Forest businesses that have signed up to participate in the program. Residents that have vehicles on the City's List of Frequently Targeted Vehicles for Catalytic Converter Theft, or a vehicle with a catalytic converter that is accessible by thieves via the vehicle undercarriage, are eligible to participate. Not all vehicles have catalytic converters that are exposed from the undercarriage. Vehicles must be registered to a Lake Forest address via DMV registration to participate. Once approved for the program, residents may use their approved application to schedule an appointment at any one of the participating businesses to have the painting and etching service performed.

Shield Program

Under the Shield Program, residents can apply to receive a **\$250 gift card** toward the purchase and installation of a catalytic converter theft deterrent shield by a participating business. This helps residents offset the costs of purchasing and installing the device on their vehicle. Only vehicles registered to a Lake Forest address via DMV registration are eligible to participate. Once approved, residents receive an approved application form and an electronic gift card via email. Next, residents are advised to schedule an installation date with a participating business. The gift card can be used toward the full cost of the installation. The gift card will only work at a participating business for the purpose of installing a catalytic converter shield. A program webpage can be found at the following link: www.lakeforestca.gov/en/CatGrant.

CAMPAIGN



Mayor's Minute - Catalytic Converter Theft Deterrent Programs

Click here for
[PSA VIDEO](#)



Click here for
TESTIMONIAL VIDEO

Promotional Material and Articles

CATALYTIC CONVERTER THEFT MITIGATION PROGRAMS
PROGRAMAS DE MITIGACIÓN DEL ROBO DE CONVERTIDORES CATALÍTICOS

Free Etching and Painting

Residents and businesses with fleet vehicles can apply to have their catalytic converters painted and etched for free. Painting and etching services are provided by Lake Forest businesses that have signed up to participate in the program.

Receive a \$250 Gift Card
from the Lake Forest Shield Program

The Shield Program helps Lake Forest residents offset the costs of purchasing and installing a catalytic converter theft deterrent shield on their vehicles. The program provides a gift card that can only be used at participating Lake Forest businesses that install a MillerCat or Get Cat Security shield.

Visit lakeforestca.gov/CatGrant to apply!

Only vehicles registered to a Lake Forest address via DMV registration are eligible to participate in the programs.



Grabado y Pintura Gratuitos

Los residentes y negocios con flotas de vehículos pueden solicitar que sus convertidores catalíticos sean grabados y pintados de forma gratuita. Los servicios de grabado y grabado son proporcionados por empresas de Lake Forest que se han registrado para participar en el programa.

Recibe una tarjeta de regalo de \$250
del Programa Escudo Lake Forest

El Programa Escudo ayuda a los residentes de Lake Forest a compensar los costos de adquirir e instalar un protector antirrobo para convertidores catalíticos en sus vehículos. El programa proporciona una tarjeta de regalo que sólo puede ser utilizada en negocios participantes de Lake Forest que instalan un protector MillerCat o Get Cat Security.

Visita lakeforestca.gov/CatGrant para solicitarlo.

Sólo los vehículos registrados con una dirección de Lake Forest a través del registro del DMV son elegibles para participar en los programas.

www.lakeforestca.gov

CATALYTIC CONVERTER SHIELD PROGRAM

Protect yourself from being a victim

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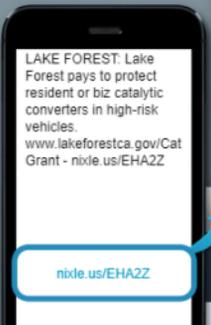
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SMS Message:



LAKE FOREST Lake Forest pays to protect resident or biz catalytic converters in high-risk vehicles.
www.lakeforestca.gov/CatGrant - nixle.us/EHA2Z

<https://local.nixle.com/alerts/10132220/>

nixle.us/EHA2Z

Note: The link below each text directs users to a web version of your message. This web page can be viewed by members of your community.

Statistics:

Delivery Statistics

	SMS	Email	App
Sent	17,959	4,968	148
Start Time	14:13:35	14:13:34	
Finish Time	14:14:11	14:13:39	
Forwards	0.0%	0.0%	
Unsubscribes	5.0%	0.0%	

Reports
[Notification Summary Report](#)

Images:
No images in this message

2 Spring 2023

CITY NEWS

CITY LAUNCHES CATALYTIC CONVERTER PROTECTION PROGRAM

The City of Lake Forest aims to reduce catalytic converter thefts by paying local repair shops to paint and etch identifying information onto the smog-reducing devices on residents' cars or shield them completely with metal plates.

Thefts of catalytic converters are up dramatically across the country because thieves can recycle precious metals in the devices for hundreds of dollars. Lake Forest averaged about 10 thefts a month when the City Council approved the theft-deterrent plans in October of 2022. The programs launched in late January of this year.

Repair shops in Lake Forest can get \$125 to paint and etch the Vehicle Identification Number (VIN) onto the catalytic converter of residents' vehicles, which makes it possible for authorities to prosecute anyone who steals the device. Residents can also get a \$250 gift card to help cover the costs of having a local shop install a shield to block access to their catalytic converter. The work must be performed at shops that applied to participate in the program and have been vetted by the City. Two are already approved for the etching and three for the shield installation.

The City Council approved \$30,000 for the etching program, enough to mark an estimated 240 vehicles, and \$30,000 for the shield program, enough to offset the costs of 113 shield installations. Visit www.lakeforestca.gov/en/CatGrant for more information.



RESULTS

Catalytic converter thefts **decreased** after the launch of the campaign. On average, seven smog devices were stolen a month in Lake Forest, the most recent report showed a decrease to only four being stolen monthly.

01

Painting & Etching

274 Applications approved

02

Shield Program

165 Gift Cards issued



THANK YOU

City of Lake Forest

ACC-OC Golden Hub of Innovation Award 2024

Strategic Economic Investment Program

Buy-One-Get-One Shop and Dine Community Gift Card Program

Catalytic Converter Theft Mitigation Program