



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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CITY APPEARANCE & COMPLIANCE SWEEP PLANNED FOR THURSDAY, JANUARY 15

Thursday, January 15, 2009, the City of Escondido's Appearance and Compliance Team (ACT) will conduct its 33rd sweep along El Norte Parkway from Bear Valley Parkway to Escondido Boulevard.

Sweep efforts will include: Code Enforcement Division checking for property maintenance and other municipal and zoning code violations and retrieving abandoned shopping carts; Fire Department inspecting fire lanes and safety and accessibility issues; Police Department handling code violations involving criminal activity; Community Services' Maintenance and Operations Division staff removing graffiti, cleaning up litter and debris in public areas and addressing street, sidewalk and landscaping safety and appearance issues.

ACT continues to support Escondido's commitment to improving the City's attractiveness by proactively addressing appearance issues. ACT addresses city issues including graffiti, abandoned shopping carts, illegal parking, code violations and abandoned vehicles.

Community members are encouraged to report graffiti violations by calling (760) 839-4OFF.

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Note to media: The staging area for this sweep will be the parking lot of the Mayflower Dog Park located at 3420 Valley Center Road. Staff will conduct an initial briefing there at 8:30 a.m. and the sweep will begin at 9 a.m.