



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

DATE: February 7, 2008

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CITY APPEARANCE & COMPLIANCE SWEEP: TUESDAY FEBRUARY 12

Next Tuesday, February 12, 2008, the City of Escondido's Appearance and Compliance Team (ACT) will conduct a sweep along East Valley Parkway from Hickory Street to Citrus Avenue.

Sweep efforts will include: Code Enforcement Division verifying business licenses, 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 East Valley Community Center parking lot at 2245 E. Valley Parkway. Staff will conduct an initial briefing there at 8:30 a.m. and the sweep will begin at 9 a.m.