



City of Escondido

Public Safety & Essential Services Revenue Measure Responsible Spending Pledge

The mission of every employee of the City of Escondido is to provide a community that is safe, clean, and efficiently run.

City Goals:

- Provide fiscally sustainable and responsible policies and programs to run the City in a safe, clean and efficient manner.
- Encourage sensitive infill development to maximize existing infrastructure investments.
- Build and maintain strong partnerships with public/private entities for job creation and economic growth.
- Improve quality of life, safeguard environmental resources, and provide cultural and recreational opportunities.
- Encourage citizen and neighborhood involvement to develop a shared sense of community.

The Pledge: The City of Escondido is committed to sound and transparent financial policies that maximize the highest level of City services for the residents of Escondido. The City Council recognizes the need to protect the City's assets and to ensure long-term financial sustainability.

Background: The City of Escondido, like many other cities in California, is experiencing significant financial challenges. This is due to the continued state revenue take-away; dissolution of redevelopment; state and federal mandates; increasing service demands, increased costs, and a growing population. To maintain balanced budgets, the City has taken significant steps to cut costs including permanent staff reductions, reduced benefits, local pension reform, employee pickup of costs, soft hiring freeze, cost containment, dedicated funds to reduce pension liabilities, utilizing technology to improve the efficiency of providing services, and contracting out services. The City's infrastructure is aging, and the City has a limited ability to generate significant new revenues. This has impacted City services.

Public Safety & Essential City Services Ballot Measure: New revenues generated by the proposed one percent sales tax ballot measure will be used to maintain/enhance public safety services and infrastructure including:

- Public safety, crime, drug, and gang prevention;
- Fire, paramedic and 9-1-1 response;
- Pothole repair, street and sidewalk maintenance;
- Address homelessness and graffiti eradication;
- Enhance infrastructure;
- Increase Code Enforcement efforts; and
- Maintain/enhance safe, clean parks, trails and public facilities



Citizen Oversight of targeted programs and projects if the ballot measure is approved:

The one percent sales tax revenue measure would generate approximately \$25M annually, based on current sales tax data. The City Council and community will need to determine specific priorities as the list of potential programs and projects exceeds this amount. An independent Citizens' Oversight Committee would be established by the City Council, and annual audits would verify that all funds are spent responsibly. If the ballot measure is approved, such services, programs and projects will include the following as well as others not listed below subject to community priorities and City needs:

Public Safety:

1. Enhance public safety, including crime prevention and drug enforcement
2. Increase Gang Suppression Unit manpower
3. Expand Escondido's Homeless Outreach Team
4. Electrocardiogram replacement in citywide locations for faster emergency response
5. Police Department firing range training facility

Streets and Sidewalks:

1. Citywide pothole repair
2. Street re-paving projects
3. Sidewalk and curb concrete repair and enhancement
4. Storm drain replacement and storm water pollution prevention
5. Corrugated metal pipe repairs/replacements
6. Street widening to improve traffic flow (targeted areas of Lincoln Parkway (SR 78), Bear Valley Parkway, Citracado Parkway, Centre City Parkway, Felicita Road, Juniper Street, and other various "stick outs" of unimproved road segments)
7. Bridge maintenance for the City's 34 public bridges

Technology:

1. Smart infrastructure implementation (fiber optic, cable, cameras and sensors)
2. Citywide traffic signal synchronization plan to improve traffic flow
3. Citywide irrigation controller system replacement for water conservation

Citywide Deferred Maintenance:

1. California Center for the Arts (interior and exterior)
2. Public park ballfield fencing
3. Public sport court resurfacing
4. Public playground equipment replacement
5. Building roof replacement
6. Public Works maintenance yard
7. Grape Day Park and other City-owned historic buildings