

Council Meeting Agenda

June 15, 2011

CITY COUNCIL CHAMBERS

3:30 p.m. Closed Session; 4:30 p.m. Regular Session
201 N. Broadway, Escondido, CA 92025

MAYOR	Sam Abed
DEPUTY MAYOR	Marie Waldron
COUNCIL MEMBERS	Olga Diaz Ed Gallo Michael Morasco
CITY MANAGER	Clay Phillips
CITY CLERK	Marsha Whalen
CITY ATTORNEY	Jeffrey Epp
DIRECTOR OF COMMUNITY DEVELOPMENT	Barbara Redlitz
DIRECTOR OF ENGINEERING SERVICES	Ed Domingue

ELECTRONIC MEDIA:

Electronic media which members of the public wish to be used during any public comment period should be submitted to the City Clerk's Office at least 24 hours prior to the Council meeting at which it is to be shown.

The electronic media will be subject to a virus scan and must be compatible with the City's existing system. The media must be labeled with the name of the speaker, the comment period during which the media is to be played and contact information for the person presenting the media.

The time necessary to present any electronic media is considered part of the maximum time limit provided to speakers. City staff will queue the electronic information when the public member is called upon to speak. Materials shown to the Council during the meeting are part of the public record and may be retained by the Clerk.

The City of Escondido is not responsible for the content of any material presented, and the presentation and content of electronic media shall be subject to the same responsibilities regarding decorum and presentation as are applicable to live presentations.



Council Meeting Agenda

June 15, 2011
3:30 p.m. Meeting

Escondido City Council Community Development Commission

CALL TO ORDER

ROLL CALL: Diaz, Gallo, Morasco, Waldron, Abed

ORAL COMMUNICATIONS

At this time the public may comment on items not appearing on the agenda. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.)

CLOSED SESSION: (COUNCIL/CDC/RRB)

I. CONFERENCE WITH LABOR NEGOTIATOR (Government Code §54957.6)

- a. Agency Negotiator: Sheryl Bennett, Clay Phillips
Employee organization: **Escondido City Employee Association
Supervisory Bargaining Unit**
- b. Agency Negotiator: Sheryl Bennett, Clay Phillips
Employee organization: **Escondido City Employee Association
Administrative/Clerical/Engineering (ACE) Bargaining Unit**

II. CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION:

- a. Significant exposure to litigation pursuant to subdivision (b) of Government Code §54956.9(b): **one case**
- b. Initiation of litigation pursuant to subdivision (c) of Government Code §54956.9(c): **one case**

ADJOURNMENT



Council Meeting Agenda

June 15, 2011
4:30 p.m. Meeting

Escondido City Council
Community Development Commission
Mobilehome Rent Review Board

CALL TO ORDER

MOMENT OF REFLECTION:

City Council agendas allow an opportunity for a moment of silence and reflection at the beginning of the evening meeting. The City does not participate in the selection of speakers for this portion of the agenda, and does not endorse or sanction any remarks made by individuals during this time. If you wish to be recognized during this portion of the agenda, please notify the City Clerk in advance.

FLAG SALUTE

ROLL CALL: Diaz, Gallo, Morasco, Waldron, Abed

ORAL COMMUNICATIONS

At this time the public may comment on items not appearing on the agenda. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.) *NOTE: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker and limited to a total of 30 minutes. Any remaining speakers will be heard during Oral Communications at the end of the meeting.*

CONSENT CALENDAR

Items on the Consent Calendar are not discussed individually and are approved in a single motion. However, Council members always have the option to have an item considered separately, either on their own request or at the request of staff or a member of the public

1. **AFFIDAVITS OF PUBLICATION, MAILING AND POSTING (COUNCIL/CDC/RRB)**
2. **APPROVAL OF WARRANT REGISTER (Council/CDC)**
3. **APPROVAL OF MINUTES: None Scheduled**

4. **REJECT ALL BIDS FOR THE ASH STREET-CHANNEL PEDESTRIAN BICYCLE UNDERCROSSING AND AUTHORIZE RE-ADVERTISEMENT** – Request Council reject all bids for the Ash Street-Channel Pedestrian Bicycle Undercrossing Project and direct staff to re-advertise the project for bids.

Staff Recommendation: Approval **(Engineering Services: Ed Domingue)**

RESOLUTION NO. 2011-74

5. **REGIONAL TRANSPORTATION CONGESTION IMPROVEMENT PROGRAM (RTCIP) FEE ADJUSTMENT** – Request Council authorize the RTCIP Traffic Impact Fee be increased from \$2,081 to \$2,123 beginning July 1, 2011.

Staff Recommendation: Approval **(Engineering Services: Ed Domingue)**

RESOLUTION NO. 2011-68

CONSENT - RESOLUTIONS AND ORDINANCES (COUNCIL/CDC/RRB)

The following Resolutions and Ordinances were heard and acted upon by the City Council/CDC/RRB at a previous City Council/Community Development Commission/Mobilehome Rent Review meeting. (The title of Ordinances listed on the Consent Calendar are deemed to have been read and further reading waived.)

PUBLIC HEARINGS

6. **SHORT FORM RENT INCREASE APPLICATION FOR VALLEY PARKWAY MOBILEHOME PARK** – Request Council consider the short-form rent increase application submitted for Valley Parkway Mobilehome Park granting an increase of 75% of the change in the Consumer Price Index, an average of \$5.62 per space per month, for the period of December 31, 2008 to December 31, 2010.

Staff Recommendation: Approval (**Housing Division: Jerry VanLeeuwen**)

RESOLUTION NO. RRB 2011-04

7. **FIVE YEAR CAPITAL IMPROVEMENT PROGRAM; THE FISCAL YEAR 2011/12 CIP BUDGET; AND TRANSNET FIVE YEAR LOCAL STREET IMPROVEMENT PROGRAM** – Request Council approve the Fiscal Years 2011/12 – 2015/16 Five-Year Capital Improvement Program (CIP); approve the Fiscal Year 2011/12 Project CIP Budgets; and approve the Transnet Five-Year Local Street Improvement Program of Projects for Fiscal Years 2011/12 – 2015/16..

Staff Recommendation: Approval (**Finance Department: Gil Rojas and Engineering Services: Robert Zaino**)

- a. RESOLUTION NO. 2011-72
- b. RESOLUTION NO. 2011-73
- c. CDC RESOLUTION NO. 2011-06

CURRENT BUSINESS

8. **PRESENTATION ON STREET MAINTENANCE** – A presentation regarding the Pavement Maintenance Program.

Staff Recommendation: Receive and file (**Engineering Services: Robert Zaino**)

WORKSHOP

9. **PRELIMINARY CITY COUNCIL ACTION PLAN – ECONOMIC DEVELOPMENT** – Request Council provide direction to staff regarding proposed content for the Economic Development element of the 2011-2012 City Council Action Plan.

Staff Recommendation: Provide direction (**City Manager's Office: Joyce Masterson**)

FUTURE AGENDA

10. **FUTURE AGENDA ITEMS** - The purpose of this item is to identify issues presently known to staff or which members of the Council wish to place on an upcoming City Council agenda. Council comment on these future agenda items is limited by California Government Code Section 54954.2 to clarifying questions, brief announcements, or requests for factual information in connection with an item when it is discussed.

Staff Recommendation: None (**City Clerk's Office: Marsha Whalen**)

ORAL COMMUNICATIONS

At this time the public may comment on items not appearing on the agenda. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda.

COUNCIL MEMBERS COMMITTEE REPORTS/COMMENTS/BRIEFING

ADJOURNMENT

UPCOMING MEETING SCHEDULE				
Date	Day	Time	Meeting Type	Location
June 22	Wednesday	3:30 & 4:30 p.m.	Council Meeting	Council Chambers
June 29	No Meeting		No Scheduled Meeting	
July 6	No Meeting	-	- No Scheduled Meeting	-
July 12	Tuesday	4:00 p.m.	Mayor's Town Hall Meeting	Mitchell Room

TO ADDRESS THE COUNCIL

The public may address the City Council on any agenda item. Please complete a Speaker's form and give it to the City Clerk. Comments are generally limited to 3 minutes.

If you wish to speak concerning an item *not* on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Handouts for the City Council should be given to the City Clerk. To address the Council, use the podium in the center of the Chambers, STATE YOUR NAME FOR THE RECORD and speak directly into the microphone.

AGENDA, STAFF REPORTS AND BACK-UP MATERIALS ARE AVAILABLE:

- Online at <http://www.ci.escondido.ca.us/government/agendas/PublishedMeetings.htm>
- In the City Clerk's Office at City Hall
- In the Library (239 S. Kalmia) during regular business hours and
- Placed in the Council Chambers (See: City Clerk/Minutes Clerk) immediately before and during the Council meeting.

AVAILABILITY OF SUPPLEMENTAL MATERIALS AFTER AGENDA POSTING: Any supplemental writings or documents provided to the City Council regarding any item on this agenda will be made available for public inspection in the City Clerk's Office located at 201 N. Broadway during normal business hours, or in the Council Chambers while the meeting is in session.

LIVE BROADCAST

Council meetings are broadcast live on Cox Cable Channel 19 and U-verse Channel 99 – Escondido Gov TV. They can also be viewed the following Sunday and Monday evenings at 6:00 p.m. on those same channels. The Council meetings are also available live via the Internet by accessing the City's website at www.escondido.org, and selecting: City Council/broadcasts of City Council Meetings/live video streaming.

Please turn off all cellular phones and pagers while the meeting is in session.

**The City Council is scheduled to meet the first four Wednesdays
of the month at 3:30 in Closed Session and 4:30 in Open Session.**

(Verify schedule with City Clerk's Office)

**Members of the Council also sit as the Community Development Commission
and the Mobilehome Rent Review Board.**

CITY HALL HOURS OF OPERATION

Monday-Thursday 7:30 a.m. to 5:30 p.m.



If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 839-4641. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility.

Listening devices are available for the hearing impaired – please see the City Clerk.

201 N. BROADWAY ESCONDIDO, CA, 92025

WEDNESDAY, JUNE 15, 2011

3:30 PM

CITY COUNCIL

For City Clerk's Use:

APPROVED **DENIED**

Reso No. _____ File No. _____

Ord No. _____

Agenda Item No.: 4
Date: June 15, 2011

TO: Honorable Mayor and Members of the City Council

FROM: Edward N. Domingue, Director of Engineering Services
Samuel F. H. Cottrell, P.E., Associate Civil Engineer

SUBJECT: Reject All Bids for the Ash Street-Channel Pedestrian Bicycle Undercrossing and Authorize Re-Advertisement

RECOMMENDATION:

It is requested that Council adopt Resolution No. 2011-74 rejecting all bids for The Ash Street-Channel Pedestrian Bicycle Undercrossing Project and directing staff to re-advertise the project for bids.

FISCAL ANALYSIS:

This project will be funded from Trans-Net Funds, Account Number 230-690339; TDA Funds Account Number 231-651502; and a grant of \$457,357 from SANDAG's Bicycle, Pedestrian, and Neighborhood Safety Program (BPNSP).

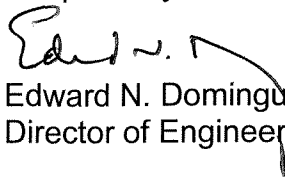
PREVIOUS ACTION:


The City Council accepted a BPNSP grant of \$457,357 per Resolution No. 2010-55.

BACKGROUND:

Only four bids were received on June 2, 2011. Public Contract Code Section 20166 authorizes a local agency, at its own discretion, to reject all bids and re-advertise a project.

Respectfully submitted,


Edward N. Domingue, P.E.
Director of Engineering Services


Samuel F. H. Cottrell, P.E.
Associate Civil Engineer

RESOLUTION NO. 2011-74

A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
REJECTING ALL BIDS FOR THE
CONSTRUCTION OF THE ASH STREET-
CHANNEL PEDESTRIAN BICYCLE
UNDERCROSSING

WHEREAS, the Escondido City Council authorized an invitation for bids for the Construction of Ash Street-Channel Pedestrian Bicycle Undercrossing ("Project") including detailed plans and specifications; and

WHEREAS, the City of Escondido opened the sealed bids for the Project on June 2, 2011; and

WHEREAS, Public Contract Code Section 20166 authorizes a local agency, at its own discretion, to reject all bids and re-advertise a project; and

WHEREAS, the Director of Engineering Services has recommended the rejection of all bids.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

1. That the above recitations are true.
2. That the City Council accepts the recommendation of the Director of Engineering Services to reject all bids for the Project and to re-advertise the Project for bids.
3. That the City Council does by adoption of this Resolution, reject all bids received and opened by the City Clerk on June 2, 2011, for the Project, and directs City staff to re-advertise the Project for bids.



CITY COUNCIL

For City Clerk's Use:

APPROVED DENIED

Reso No. _____ File No. _____

Ord No. _____

Agenda Item No.: 5
Date: June 15, 2011

TO: Honorable Mayor and Members of the City Council
FROM: Edward N. Domingue, Director of Engineering Services
Robert Zaino, Deputy Director of Engineering Services
SUBJECT: Regional Transportation Congestion Improvement Program (RTCIP) Fee Adjustment

RECOMMENDATION:

It is requested that Council adopt Resolution No. 2011-68 authorizing the RTCIP Traffic Impact Fee be increased from \$2,081 to \$2,123 beginning July 1, 2011.

FISCAL ANALYSIS:

Participation in SANDAG's RTCIP Program is a prerequisite to the City's continued collection of Transnet funding. The City's share of Transnet funding for FY 2011/2012 will be \$2,764,000.

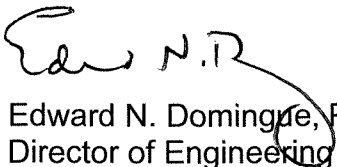
PREVIOUS ACTION:


On June 9, 2010, Resolution 2010-92R was approved by City Council increasing the RTCIP Fee from \$2,040 to \$2,081.

BACKGROUND:

The Transnet Extension Ordinance, approved by voters in November 2004, requires that the RTCIP Traffic Impact Fee charged by local jurisdictions be adjusted every year on July 1st in order to maintain the purchasing power of the program for improvements to the Regional Arterial System. On February 25, 2011, the SANDAG Board of Directors approved a 2 percent adjustment to the RTCIP, raising the minimum fee from \$2,081 to \$2,123 beginning July 1, 2011.

Respectfully submitted,


Edward N. Domingue, P.E.
Director of Engineering Services


Robert Zaino, P.E.
Deputy Director of Engineering Services

RESOLUTION NO. 2011-68

A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
AUTHORIZING AN ADJUSTMENT OF THE
REGIONAL TRANSPORTATION CONGESTION
IMPROVEMENT PROGRAM (RTCIP) FEE FOR
FISCAL YEAR 2011/2012

WHEREAS, in accordance with the Transnet Extension Ordinance, the City of Escondido City Council adopted Resolution 2008-10 to establish a traffic impact fee schedule and approve the City of Escondido's participation in the RTCIP program; and

WHEREAS, City Council adopted the original RTCIP fee of \$2,000 per new residential unit effective July 1, 2008; and

WHEREAS, the Transnet Extension Ordinance states the fee amount per residential unit shall be adjusted annually on July 1 of each year beginning July 1, 2009, based on the Engineering Construction Cost Index as published by the Engineering News Record or similar cost of construction index; and

WHEREAS, any increase shall not be less than 2% per year; and

WHEREAS, the FY 2010/2011 RTCIP fee was increased 2% and set at \$2,081 per residential dwelling unit per Resolution 2010-92R; and

WHEREAS, in accordance with the Transnet Extension Ordinance, the RTCIP fee for FY 2011/2012 must increase a minimum of 2% for a new RTCIP fee of \$2,123 per residential dwelling unit.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

1. That the above recitations are true.
2. That the City Council adopts a \$2,123 Regional Transportation Congestion Improvement Program Fee per new residential dwelling unit effective July 1, 2011.
3. The \$2,123 Regional Transportation Congestion Improvement Program Fee per new residential dwelling unit is to be placed into a separate interest bearing RTCIP account.

For City Clerk's Use:

APPROVED **DENIED**

Reso No. RRB _____ File No. _____

Ord No. RRB _____

RENT REVIEW BOARD

Agenda Item No.: 6
Date: June 15, 2011

TO: Honorable Chairman and Members of the Rent Review Board
FROM: Jerry Van Leeuwen, Director of Community Services
SUBJECT: Short-form Rent Increase Application for Valley Parkway Mobilehome Park

RECOMMENDATION:

- Consider the short-form rent increase application submitted by Valley Parkway Mobilehome Park.
- If approved, adopt Rent Review Board Resolution No. 2011-04 granting an increase of seventy-five percent (75%) of the change in the Consumer Price Index, or 1.393% (an average of \$5.62) for the period of December 31, 2008 to December 31, 2010.

INTRODUCTION:

Valley Parkway Mobilehome Park ("Park") has filed a short-form rent increase application. The Board is asked to accept the staff report, hear public testimony, and make a determination concerning the request in accordance with the Escondido Rent Protection Ordinance and the short-form procedures as outlined in the Rent Review Board Guidelines. The application and the staff report have been made available to the Board for review and consideration prior to the hearing.

THE RENT INCREASE APPLICATION:

Valley Parkway Mobilehome Park is an all age Park located at 1721 East Valley Parkway. Valley Parkway has a total of 144 spaces, of which 139 spaces are subject to rent control. Residents that moved into the Park within the last 12 months (which currently represents 10 spaces) will receive a zero increase. The application is requesting an increase for 129 spaces. The Park's facilities include a clubhouse with a kitchen and billiard room. The Park also has a pool and patio area. There are laundry facilities available for a fee.

The application meets all the eligibility criteria for submittal of a short-form rent increase application.

PARK OWNER'S REQUEST:

The period of consideration for this rent increase request is December 31, 2008 to December 31, 2010. Seventy-five percent of the change in the Consumer Price Index for this two-year period is 1.393%. Based on an average monthly space rent of approximately \$404.06, the average increase would be approximately \$5.62.

The last rent increase application for Valley Parkway was a short form request approved in March of 2007, in the amount of 2.89% or an average increase of \$10.66 per space per month.

RESIDENT MEETING AND COMMENTS:

Residents were invited to a meeting in their clubhouse on May 18, 2011, at 6:00 p.m. The meeting was attended by three residents, the Park Managers, Anita and Ray Henbest, Code Enforcement Officer Sandra Moore, and consultant Michelle Henderson. Iris Hendershot volunteered to serve as the resident representative for this process. Residents were advised of their right to speak at the public hearing and that they must sign in if they are protesting the application. There were no health and safety issues expressed by the residents or concerns regarding the short-form rent increase application.

Currently, there are a total of 24 residents who participate in the City of Escondido Rent Subsidy Program.

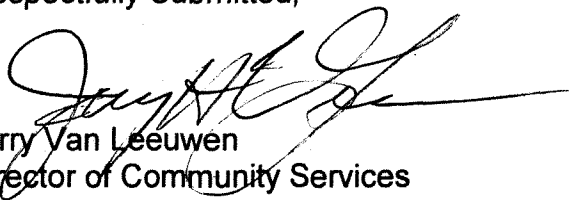
CODE INSPECTION REPORT:

An inspection by the Code Enforcement Division of the City noted violations of the Health and Safety Code. A copy the Code Report is attached as "Exhibit A". The applicant representative received a copy of the Report and is aware that no rent increase, if granted, may be implemented until the Health and Safety Code violations have been cleared.

ADDITIONAL FACTORS AFFECTING THE APPLICATION:

The decision of the Rent Review Board will be finalized by adoption of the Resolution confirming the findings of the Public Hearing. The Notice of Determination will be mailed to the applicant and residents immediately upon adoption of the Resolution. The Park owner may send the 90-day notice of any rent increase granted to the residents upon the adoption of the Resolution.

Respectfully Submitted,

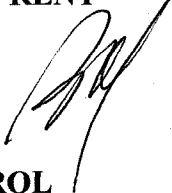


Jerry Van Leeuwen
Director of Community Services



DATE: May 25, 2011

TO: HONORABLE CHAIRMAN AND MEMBERS OF THE RENT CONTROL BOARD

FROM: BRIAN GUSTAFSON, CODE ENFORCEMENT MANAGER 

SUBJECT: VALLEY PARKWAY MOBILEHOME PARK RENT CONTROL

Valley Parkway Mobilehome Park was inspected on May 19, 2011, with the lighting inspection conducted that morning, as a result of an application for a rent increase having been filed. One violation was found and noted in the attached inspection report.

The resident representative for the park was contacted and attended the resident meeting on May 18, 2011 along with two other park residents. She advised there were no health and safety concerns and said she had received no complaints from any of the park's residents.

There were no code enforcement cases in this park during the past year.

CC: Barbara Redlitz, Director of Community Development
Michelle Henderson, Rent Control Administration



May 24, 2011

MOBILEHOME PARK RENT CONTROL
CODE ENFORCEMENT INSPECTION REPORT

Park Name: Valley Parkway Mobile Home Park

Park Owner: Darol Caster
c/o Les Frame Management Co.
1261 Rincon Road
Escondido, CA 92025

Park Managers: Ray and Anita Henbest **Phone:** (760) 746-2370

Inspection Date: 05/19/11 **Inspector(s):** S. Moore

The following report is based on the inspection of the mobile home park conducted under provisions outlined in the California Health & Safety Code, Division 13, Part 2.1; the California Code of Regulations, Title 25; the Escondido Zoning Code, Article 45; and the Escondido Municipal Code. This inspection report only addresses health and safety issues that are related to areas for which maintenance, repair and operations is the responsibility of the owners and managers of the park.

General Violations:

1. Remove all combustible material such as wood, plastic, etc. around the water heaters serving the laundry room and clubhouse. **25 CCR 1246 (b); California Plumbing Code (CPC), 2010 Edition 505.3 & 502.6**

**Areas of the park needing illumination per 25 CCR 1108
(Lighting Inspection; 05-19-11)**

No lighting violations were found.

MOBILEHOME PARK RENT REVIEW

RESIDENT REPRESENTATIVE REPORT FORM

Park Name: VALLEY PARKWAY MHP

Date of Inspection:

Resident Representative _____

This park will be inspected as a result of an application having been filed for a rent increase. The Code Enforcement Division will base their inspection under provisions outlined in the California Health and Safety Code, Division 13, Part 2.1; California Code of Regulations – Title 25, the Escondido Zoning Code, Article XLV; and the Escondido Municipal Code, Section 6-480 Property Maintenance.

The report compiled by the Code Enforcement Division will address the health and safety issues related to the common areas of the mobile home park and those items for which the repair and maintenance is the responsibility of the owners and managers of the park. The attached list is to assist you and the residents in noting your current concerns so that they can be addressed as part of the process.

At the time of the inspections, each item on this list will be discussed with the participants. If it is a violation of Title 25 it will be made part of the Inspection Report.

Occasionally there are no concerns noted by park residents. If that is the case, we ask that you check the appropriate statement below, sign the form and return it to the Code Enforcement Division.

The residents have expressed no specific concerns or issues at this time.

The residents have expressed the specific issues and concerns that are noted on the accompanying pages of this report.

IRIS HENDERSHOTT
Print Name of Resident Representative

Juan Hendershott
Signature

5-19-2011
Date

#92 760-839-5744
Space # / Phone Number

City of Escondido
Code Enforcement Division
201 N. Broadway
Escondido, CA 92025
(760) 839-4650

**RENT CONTROL INSPECTION CHECKLIST
RESIDENT COMMENTS**

Responsible person: There shall be a person available who shall be responsible for the operation and maintenance of the mobile home park. The person or designee shall reside in parks of 50 units or more, and shall have knowledge of emergency procedures of the park facilities.

Rubbish, accumulation of waste material: The park shall be kept clean and free of the accumulation of refuse, garbage, rubbish, excessive dust or debris.

Drainage: The park common areas and roadways shall be graded and sloped to provide storm drainage runoff. Standing water should evaporate within 72 hours.

Building and park lighting: During hours of darkness, artificial lighting shall be maintained in accordance with requirements of Title 25.

Lot address identification: Each lot shall be identified by letters, numbers or a street address mounted in a conspicuous place facing the roadway.

Permanent park buildings: Park buildings, structures and facilities shall be maintained free from hazards.

Emergency information: Emergency information is to be printed and posted in a conspicuous location and shall contain the following telephone numbers/information:

Fire Department
Police Department
Park office
Responsible person for operation and maintenance
Code Enforcement
Park location – address
Nearest public telephone

Other questions, comments or concerns:

RESOLUTION NO. RRB 2011-04

A RESOLUTION OF THE ESCONDIDO
MOBILEHOME RENT REVIEW BOARD
MAKING FINDINGS AND GRANTING A RENT
INCREASE FOR VALLEY PARKWAY
MOBILEHOME PARK

WHEREAS, Article V of Chapter 29 of the Escondido Municipal Code is a codification of the Escondido Mobilehome Rent Protection Ordinance ("Ordinance") and provides for mobilehome space rent regulation; and

WHEREAS, the City of Escondido Mobilehome Park Rental Review Board ("Board") is charged with the responsibility of considering applications for rent increases; and

WHEREAS, a short-form rent increase application pursuant to Section 12 of the Rent Review Board Guidelines was filed on April 11, 2011, by Delmy V. Solano of Les Frame Management, Inc., the representative of the owner of the rental spaces in Valley Parkway Mobilehome Park, located at 1721 East Valley Parkway in Escondido; and

WHEREAS, this is the tenth rent increase application filed by the Park since the Ordinance became effective in 1988. The last rent increase was granted by the board in Rent Review Board Resolution 2007-01 on March 7, 2007, for 2.89%, or approximately \$10.66 per space, per month; and

WHEREAS, at the time of the current application, the average monthly space rent was \$404.06 for the 129 spaces subject to a rent increase. The owner requested a rent increase in the amount of seventy-five (75%) of the change in the Consumer Price

Index (CPI) for the period December 31, 2008, through December 31, 2010, in accordance with the Rent Review Board short-form policy guidelines. The application estimated this amount to be an average of \$5.62 (1.393%) per space, per month; and

WHEREAS, a notice of the Park's Rent Increase Application was sent to all affected homeowners. All parties were given notice of the time, date, and place of the rent hearing before the Board; and

WHEREAS, on May 19, 2011, a Mobilehome Park Rent Review Code Enforcement Inspection Report ("Inspection Report") was completed. It noted Health and Safety Code violations in the Park; and

WHEREAS, on June 15, 2011, the Board held its public hearing. After an initial presentation of the Staff Report, the Board invited testimony from Park ownership, residents of the Park and other residents of the community at large; and

WHEREAS, after all present had been given an opportunity to speak, the hearing was closed. Following an opportunity for discussion among the Board members and clarifying questions to the parties and Staff, the Board voted to grant an increase of 1.393% (75% of the change in the CPI for the two-year period of consideration) or average rent increase of \$5.62 per space, per month, for the 129 spaces which are subject to the rent increase.

NOW, THEREFORE, BE IT RESOLVED by the Rent Review Board of the City of Escondido, as follows:

1. That the above recitations are true.

2. That the Board has heard and considered all of the reports and testimony presented, and has considered the facts as outlined in the short-form Guidelines (“Guidelines”).

3. That following the Guidelines, an increase based on seventy-five percent (75%) of the change in the Consumer Price Index (CPI) for San Diego County from December 31, 2008, through December 31, 2010, would amount to 1.393%, which averages \$5.62 per space, per month, for the 129 spaces that are subject to a rent increase.

4. That the Board concluded that an increase of 1.393%, an average of \$5.62 per space, per month, is consistent with the Guidelines and is fair, just, and a reasonable increase in light of the information presented by all parties.

5. That the increase may be implemented upon the expiration of the required 90-day notice to the residents, which may be issued upon the adoption of this Resolution.

6. That the increase may not be implemented until after the health and safety code violations noted in the Inspection Report have been corrected, signed off, and are in compliance with the various state and local code sections as noted in the Inspection.

CITY COUNCIL

For City Clerk's Use:

APPROVED **DENIED**

Reso No. _____ File No. _____

Ord No. _____

Agenda Item No.: 7
Date: June 15, 2011

TO: Honorable Mayor and Members of the City Council

FROM: Gilbert Rojas, Director of Finance, and Edward Domingue, Director of Engineering Services

SUBJECT: FIVE-YEAR CAPITAL IMPROVEMENT PROGRAM; THE FISCAL YEAR 2011/12 CIP BUDGET; AND TRANSNET FIVE YEAR LOCAL STREET IMPROVEMENT PROGRAM

RECOMMENDATION:

It is requested that City Council:

- 1) Approve Resolution No. 2011-72 and CDC Resolution No. 2011-06 adopting Fiscal Years 2011/12 - 2015/16 Five-year Capital Improvement Program (CIP) and the Fiscal Year 2011/12 Project CIP Budgets;
- 2) Adopt Resolution No. 2011-73 approving the Transnet Five-Year Local Street Improvement Program of Projects for Fiscal Years 2011/12 - 2015/16.

FIVE-YEAR CAPITAL IMPROVEMENT PROGRAM AND FY 2011/12 CIP BUDGET

BACKGROUND:

The CIP is a five-year planning tool which is developed and updated annually. However, due to the current financial climate, management's main focus is identifying dependable funding resources for fiscal year 2011/12 and the corresponding uses of those funds. A summary of capital project requests was prepared and submitted to the department heads and city manager for review and discussion on April 5, 2011.

FISCAL ANALYSIS:

The Five-Year Capital Improvement Program (CIP or Program) summarizes anticipated resources and their estimated uses. In order to maintain the City's high quality-of-life standards and to affirm Escondido as the "City of Choice," the CIP budget has programed major infrastructure, capital construction, improvements, and other maintenance projects.

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 Five-Year Capital Improvement Program
 Page 2

The total proposed budget estimates source revenues for FY 11/12 is \$39.2 million, which is available to fund capital improvements and other maintenance capital expenditures. Approximately \$6.2 million comes from existing available funds. The current year budget anticipates uses of approximately \$35.2 million in appropriated expenditures, transfers and designations.

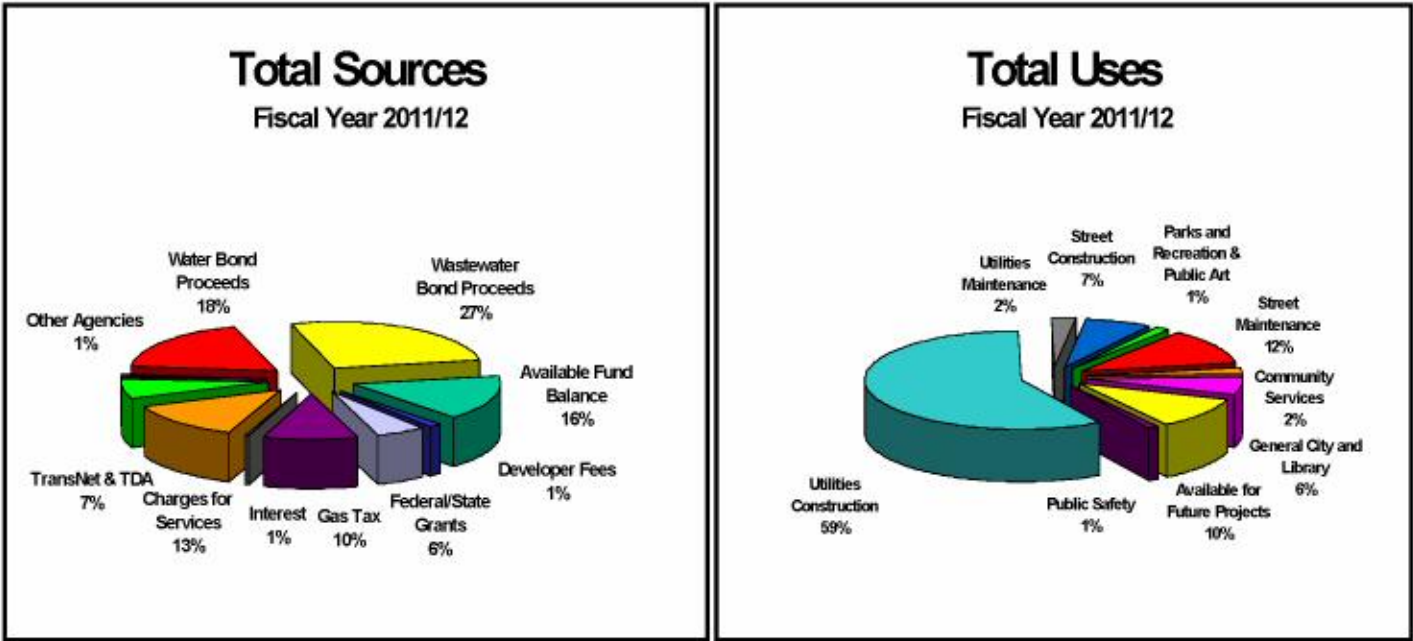
Upon completion of a project, any remaining balance is returned to its corresponding fund's reserves, which becomes available to fund future projects. This program includes approximately \$3.9 million in reserves available for future projects. The majority of the reserves are restricted funding only to be used for specific purposes such as \$1.7 million for public facilities and \$1.6 million restricted for street related expenditures.

The following information highlights the major categories of the funding (Sources and Uses) contained in the Five-Year Capital Improvement Program for fiscal year 2011/12.

SOURCES

USES

Available Fund Balances	\$ 6,236,445	Community Services	\$ 915,180
Developer Fees	482,500	General City	1,738,000
Federal/State Grants	2,264,320	Library	500,000
Gas Tax	3,980,000	Parks and Recreation	337,875
Interest	260,385	Public Art	197,700
Charges for Services	160,000	Public Safety	492,100
Other Agencies	335,000	Street Construction	2,667,140
TransNet & TDA	2,764,000	Street Maintenance & Capital Outlay	4,620,070
Utilities-Charges for Services	4,915,000	Utilities Construction	22,805,000
Water Bond Proceeds	7,200,000	Utilities Maintenance & Capital Outlay	<u>950,000</u>
Utilities-Charges for Services	<u>10,605,000</u>		35,223,065
		Reserves Available for Future Projects	<u>3,979,585</u>
TOTAL FY 2011/12	<u>\$ 39,202,650</u>	TOTAL FY 2011/12	<u>\$ 39,202,650</u>



Each year, the City updates the Five-year Street Capital Improvement Program. In the past, the five-year plan was developed with the assistance and oversight of the Traffic and Transportation Task Force. This year, the Street CIP Program was developed through the budget process, managed by the Finance Department and assisted by senior department staff members. The Task Force was not formed this year, primarily due to past commitments to several large and costly street projects that require additional funding for completion. Some of these commitments arose from development agreements or by federal funding secured through lobbying efforts. Examples of these major projects are:

- Citracado Parkway, I-15 to West Valley Parkway
- Citracado Parkway, West Valley Parkway to Harmony Grove Road
- East Valley Parkway & Valley Center Road
- Maple Street Pedestrian Plaza
- State Route 78 Bridge Replacement at Nordahl
- Valley & Maple and Valley & Second Traffic Signals
- Valley Boulevard Relocation

From this group of major projects, the SR 78 Bridge Replacement and the Valley Boulevard Relocation are believed to be fully funded. Depending on final bidding, even these two projects may need some supplementary funding. The rest of the projects listed will almost certainly need supplementary funds for construction.

All of these costly projects are progressing simultaneously with slightly different timelines. To manage the uncertain timelines, significant amounts of resources over the five-year period have not been programmed. These unprogrammed funds will be authorized as they are needed as the various projects work their way through the environmental review, planning, and design process. As they move to the construction phase, the unprogrammed resources will be allocated through future Council action on each individual project. If it turns out that our needs exceed our funding capabilities, it may be necessary to borrow against future Transnet funds. Many agencies in the San Diego region have used this loan process made available through SANDAG to deliver major projects in a timely manner.

The amount of unprogrammed resources that will remain available for these projects total \$9,797,590. The unprogrammed amounts by fiscal year over the five-year planning period are shown in the table below-

Source	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 15/16	Total
Gas Tax	\$1,000,000	\$100,000	\$100,000	\$100,000	\$100,000	\$1,400,000
Traffic Impact	198,105	92,470	90,915	88,315	85,720	555,525
General Street Projects	100,015	19,805	19,470	18,915	18,355	176,560
Storm Drain	0	16,055	39,350	38,225	37,100	130,730
Transnet	339,775	0	2,237,000	2,429,000	2,529,000	7,534,775
Total	\$1,637,895	\$228,330	\$2,486,735	\$2,674,455	\$2,770,175	\$9,797,590

The value of the Task Force's participation in the street CIP planning process was also impacted by the large transfer of gas tax funds to the general fund to offset Maintenance Division costs. In addition, there is a large amount of Transnet funds allocated to our annual street maintenance program. As a result, there was very little remaining in available street funds that the Task Force could use to consider new projects of any real significance.

ANNUAL OPERATING AND MAINTENANCE PROGRAMS:

There are also a number of ongoing annual operating and maintenance programs funded through the Five-year Street CIP budget. These programs, which continue from year to year, are:

- Neighborhood Projects
- School Safety Committee
- Storm Drain Infrastructure
- Street Maintenance
- Traffic Signals and Intersections
- Traffic Signal Infrastructure

The Street Maintenance account will continue to receive 30% of the annual Transnet allocation received each year (which is the maximum percentage allowed by the Transnet ordinance), as well as an increased amount of gas tax funds from a Proposition 42/gas tax swap enacted by the California State Legislature last year. The remaining annual programs are funded at levels that are fairly consistent with prior years.

TRANSNET PROGRAM OF PROJECTS:

As of July 1, 2008, new Transnet funds that accrue to the City are being collected through the Transnet Extension Ordinance approved by San Diego area voters in November of 2004. The extended ordinance is considerably more complex than the original Transnet measure. Among the new procedures is a requirement to be clear with regard to programming of the new Transnet funds and to be transparent to the public so any interested party can comment on the use of these funds.

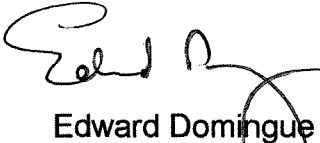
Two projects are being programmed with Transnet funds from FY 2011/2012; these are: Street Maintenance, in the amount of \$796,000, and Valley Boulevard Relocation, in the amount of \$1,668,000. Transnet funding in these amounts for these two projects constitutes the City of Escondido's Transnet Local Street Improvement Program of Projects for Fiscal Years 2012 through 2016 as presented for Council approval in the attached implementing Resolution No. 2011-73. The unprogrammed Transnet funds totaling \$7,534,775 for the five-year planning period, as noted in the table above, will be acted on separately by City Council through future authorizing resolutions. The funding for the Street Maintenance and Valley Boulevard Relocation projects have been inputted into ProjecTrak, SANDAG's automated system for programming of regional highway and street

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Five-Year Capital Improvement Program
Page 6

ProjecTrak system will be needed as the remaining Transnet funds are allocated by City Council to individual projects. Amendments to the Program of Projects in the ProjecTrak system are permitted by SANDAG quarterly.

Respectfully submitted,


Gilbert Rojas
Director of Finance


Edward Domingue
Director of Engineering Services

RESOLUTION NO. 2011-72

A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
ADOPTING THE FIVE-YEAR CAPITAL
IMPROVEMENT PROGRAM FOR FISCAL
YEARS 2011/12 – 2015/16 AND THE
PROJECT BUDGETS FOR FISCAL YEAR
2011/12

BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

SECTION 1. That the budgets for all capital projects for the period July 1, 2011, through June 30, 2012, inclusive, contained in the Fiscal Years 2011/12-2015/16 Five-Year Capital Improvement Program and Budget Document (a copy of which is on file in the Office of the City Clerk) as amended by Council, are adopted as the final project budgets for Fiscal Year 2011/12. Amendments to this budget may be made from time to time following review and approval by minute action of the City Council.

SECTION 2. That the Fiscal Year 2011/12 amount designated for each project and each fund in the Five-Year Capital Project Improvement Program and Budget, on file with the City Clerk, are hereby appropriated to the fund for which it is designated. Such appropriations as adjusted shall be neither increased nor decreased without approval of the City Council, except for transfers within funds allowed under the City of Escondido's adopted budget adjustment policy. All amounts designated in each project budget on file with the City Clerk are hereby appropriated for such uses to the fund under which they are listed, and shall be neither increased nor decreased without approval of the City Manager.

SECTION 3. Any Council action changing the above mentioned assumptions will cause the Five-Year Capital Improvement Program and FY 2011/12 Project Budgets to be revised and brought back to the City Council for modification.

RESOLUTION NO. 2011-73

A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
ADOPTING THE TRANSNET LOCAL STREET
IMPROVEMENT PROGRAM OF PROJECTS
FOR FISCAL YEARS 2012 THROUGH 2016

WHEREAS, on November 4, 2004, the voters of San Diego County approved the San Diego Transportation Improvement Program Ordinance and Expenditure Plan (*TransNet* Extension Ordinance); and

WHEREAS, the *TransNet* Extension Ordinance provides that SANDAG, acting as the Regional Transportation Commission, shall approve a multi-year program of projects submitted by local jurisdictions identifying those transportation projects eligible to use transportation sales tax (*TransNet*) funds; and

WHEREAS, the City of Escondido ("City") was provided with an estimate of annual *TransNet* local street improvement revenues for fiscal years 2012 through 2016; and

WHEREAS, the City has held a clearly noticed public hearing regarding its proposed list of projects prior to approval by its authorized legislative body in accordance with Section 5(A) of the *TransNet* Extension Ordinance and Rule 7 of SANDAG Board Policy 31.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

1. That the above recitations are true.
2. That pursuant to Section 2(C)(1) of the *TransNet* Extension Ordinance,

the City certifies that no more than 30 percent of its annual revenues shall be spent on maintenance-related projects.

3. That pursuant to Section 4(E)(3) of the *TransNet* Extension Ordinance, the City certifies that all new projects, or major reconstruction projects, funded by *TransNet* revenues shall accommodate travel by pedestrians and bicyclists, and that any exception to this requirement permitted under the Ordinance and proposed shall be clearly noticed as part of the City of Escondido's public hearing process.

4. That pursuant to Section 8 of the *TransNet* Extension Ordinance, the City certifies that the required minimum annual level of local discretionary funds to be expended for street and road purposes will be met throughout the five-year period consistent with the most recent Maintenance of Effort Requirements adopted by the SANDAG.

5. That pursuant to Section 9(A) of the *TransNet* Extension Ordinance, the City certifies that they will extract \$2,123 from the private sector for each newly constructed residential housing unit in that jurisdiction to comply with the provisions of the Regional Transportation Congestion Improvement Program (RTCIP).

6. That pursuant to Section 13 of the *TransNet* Extension Ordinance, the City certifies that it has established a separate Transportation Improvement Account for *TransNet* revenues with interest earned expended only for those purposes for which the funds were allocated.

7. That pursuant to Section 18 of the *TransNet* Extension Ordinance, the City certifies that each project of \$250,000 or more will be clearly designated during construction with *TransNet* project funding identification signs.

8. That the City does hereby certify that all other applicable provisions of the *TransNet* Extension Ordinance and SANDAG Board Policy 31 have been met.

9. That the City agrees to indemnify, hold harmless, and defend SANDAG, the San Diego County Regional Transportation Commission, and all officers and employees thereof against all causes of action or claims related to local *TransNet* funded projects.

10. That the City's Five-year Transnet Local Street Improvement Program of Projects for Fiscal Years 2012 through 2016, as presented to City Council in the staff report considered at the public hearing conducted at the regular City Council meeting, at which time the City Council approved the Fiscal Years 2011/2012 through 2015/2016 Five-year Capital Improvement Program (CIP) and the Fiscal Year 2011/2012 Project CIP Budgets, is hereby approved.

RESOLUTION NO. CDC 2011-06

A RESOLUTION OF THE COMMUNITY
DEVELOPMENT COMMISSION OF THE CITY
OF ESCONDIDO, CALIFORNIA ADOPTING
THE CAPITAL PROJECT BUDGETS FOR THE
COMMUNITY DEVELOPMENT COMMISSION
FOR FISCAL YEAR 2011/12

BE IT RESOLVED by the Escondido Community Development Commission of the City of Escondido, California, as follows:

SECTION 1. That the budgets for CDC capital projects for the period July 1, 2011, through June 30, 2012, inclusive, contained in the Fiscal Years 2011/12 - 2015/16 Five-Year Capital Improvement Program and Budget document (a copy of which is on file in the Office of the Secretary to the Commission) as amended by the Commission, are adopted as the final project budgets for Fiscal Year 2011/12. Amendments to this budget may be made from time to time following review and approval by minute action of the City Council.

SECTION 2. That the Fiscal Year 2011/12 amount designated for CDC capital projects on file with the Secretary to the Commission is hereby appropriated to the Commission and such appropriations shall be neither increased nor decreased without approval of the Commission, except for transfers within funds allowed under the City of Escondido's adopted budget adjustment policy. All amounts designated in each project budget on file with the Secretary to the Commission are hereby appropriated for such uses to the fund under which they are listed, and shall be neither increased nor decreased without approval of the Executive Director.



Agenda Item No.: 7
Date: June 15, 2011

There is no material for this agenda item

THE FOLLOWING ITEM(S) WILL BE DISTRIBUTED WHEN AVAILABLE:

- Staff Report**
- Resolution No.**
- Ordinance No.**
- Exhibits/Attachments**

DUE TO THE SIZE OF THIS AGENDA ITEM:

- A copy of the Preliminary Five Year Capital Improvement Program and Budget for Fiscal Years 2011/12-2015/16 is on file in the City Clerk's Office**



Agenda Item No.: 8
Date: June 15, 2011

(X) There is no material for this agenda item

THE FOLLOWING ITEM(S) WILL BE DISTRIBUTED WHEN AVAILABLE:

- () Staff Report**
- () Resolution No.**
- () Ordinance No.**
- () Exhibits/Attachments**

DUE TO THE SIZE OF THIS AGENDA ITEM:

CITY COUNCIL

For City Clerk's Use:

APPROVED **DENIED**

Reso No. _____ File No. _____

Ord No. _____

Agenda Item No.: 9
Date: June 15, 2011

TO: Honorable Mayor and Members of the City Council
FROM: Joyce Masterson, Assistant to the City Manager
SUBJECT: Preliminary City Council Action Plan – Economic Development

RECOMMENDATION:

It is requested that Council provide direction to staff on the proposed content of the Economic Development Element of the 2011-2012 City Council Action Plan.

FISCAL ANALYSIS:

None

PREVIOUS ACTION:

The City Council held a workshop for the development of the 2011-2012 Council Action Plan on February 2, 2011. On April 6, 2011, Council approved the format and schedule for the development of the 2011-2012 City Council Action Plan. On May 11, Council reviewed the proposed content for the Financial Stability element.

BACKGROUND:

The City Council Action Plan represents the City Council's collective vision for Escondido's future and the key strategies that will be used to achieve that vision. It is developed biennially following a workshop where key policy goals are identified and discussed.

On April 6, 2011, Council approved the format as well as a recommendation that a review of a draft of each priority area be scheduled individually to provide the City Council with adequate time to discuss each section and to provide feedback to ensure the action plan truly reflects the Council's desires.

A draft Economic Development element is attached to this document as Attachment 1. Staff will incorporate any revisions into a final draft to be presented on August 10, 2011.

Respectfully submitted,



Joyce Masterson
Assistant to the City Manager

City Council Action Plan 2011-2012

Economic Development

Goal	Current Reality	Strategy	Evaluation Measures	Outcome
<p>Create business / employment land to stimulate the creation of jobs and ultimately reduce poverty</p>	<p>1. The City does not have a comprehensive plan for economic development. With land supply dwindling and costs of doing business increasing, Escondido will need to adopt a vision and economic development strategy that leverages its existing assets, makes full use of technology, and targets its resources towards activities and investments that have the greatest short and long-term impact on its economy. The cost to hire a consultant to prepare a comprehensive plan is estimated at \$100,000. Funding is available in the Economic Development Fund.</p> <p>2. City maintains local control over a significant portion of its water supply. However, key areas, including the ERTC, are controlled by Rincon Water District whose requirements may be impeding development. Infrastructure is lacking in downtown and other areas slated for future development (I-15/Felicita, I-15/EI Norte Parkway, Citracado Parkway missing link).</p>	<p>1. Contract with a consultant to build upon the draft Economic Development element of the General Plan to create a comprehensive economic development plan for Escondido that includes baselines of existing jobs and types of properties available.</p> <p>2a. Work with Rincon Water Board to reduce barriers to business development in Escondido. 2b. Update master plan for water and sewer infrastructure and establish a list of priorities. 2c. Purchase land in I-15/Felicita corridor needed to construct pump station for subsequent development.</p>	<p>Adoption of an Economic Development Plan</p> <p>Jobs created, jobs retained, average salaries</p> <p>Jobs created, jobs retained,</p> <p>Creation of priority list; jobs created</p> <p>Installation of infrastructure; jobs created</p>	

	<p>3. In 2010, 1,623 new business licenses were processed and 6,698 business licenses were renewed; \$1,573,385 was received in Business License revenue. No data exists on the number of employees hired/jobs created.</p>	<p>3. Revise business license application to include mandatory information including the number of employees associated with the business in order to develop a baseline.</p>	Jobs reported	
<p>4. Escondido's percentage of Very Low and Low Income (Target) Households is 44% which is higher than 12 of 18 cities in the county, and exceeds the regional average of 40%, which can negatively influence business owners' decisions to locate or expand their operations in the community.</p> <p>Area city's Target Household percentages: Poway (21%), Carlsbad (27%), Santee (32%), Chula Vista (42%), Coronado (25%), Del Mar (25%), Encinitas (27%), Oceanside (40%), San Diego (41%), San Marcos, (40%), Solana Beach (27%), Vista (42%), unincorporated county (34%).</p>	<p>4. Authorize Mayor to lobby SANDAG for a more equitable distribution of future Target Household units that allocate a greater share to cities with fewer than the regional average. This would ensure that all communities shoulder a more proportionate share of Target households.</p>	Reduced percentage of Target Households allocated to Escondido		
<p>5. Downtown vacancies exist but prospective tenants often cannot relocate there due to current regulations requiring additional parking. Existing businesses wanting to expand are similarly blocked by parking regulations. Parking permits for municipal parking lots in downtown have been suspended.</p>	<p>5. Eliminate parking requirements for new and expanding businesses in the core downtown area and Mercado District.</p>	Jobs created in downtown and Mercado		
<p>6. Escondido's General Plan has the lowest percentage of land designated for employment uses among all North San Diego County communities.</p>	<p>6. Analyze up to 450 additional acres to re-designate from residential to employment land.</p>	Increased acreage; Jobs created		

	<p>7. Additional staff is needed to adequately address Economic Development efforts.</p>	<p>7a. Re-assign existing staff to City Manager's Office to assist with Economic Development.</p>	Customer feedback	
<p>Streamline Regulations</p>	<p>1. Well trained staff members are available to provide project streamlining and quick turn around on development projects, saving applicants time and money. However, redundant reviewing bodies in the approval process add time and cost to projects.</p> <p>2. The environmental process is time consuming and complex. Having an existing environmental overlay in key areas would accelerate the process.</p> <p>3. Fire codes have saved lives over the years. However, city officials must determine the proper balance between fire safety and other city goals, such as revitalization, historic preservation, and affordable housing.</p> <p>Fire Department plan checks, formerly done at City Hall, are now done at the Police and Fire HQ. This may be inconvenient for customers. Current fire prevention staffing levels have caused fire inspectors to prioritize new construction and development while incurring delays in other fire prevention responsibilities.</p>	<p>1a. Expedite the permitting process for projects within priority areas (Ballpark District, I-15/Felicita, I-15/EI Norte Parkway, Citracado Parkway missing link).</p> <p>1b. Eliminate Design Review Board and transfer duties to Planning Commission.</p> <p>1c. Determine the appropriateness of retaining or eliminating the Historic Preservation Commission</p> <p>2. Adopt overlay zone for Ballpark District, I-15/Felicita and I-15/EI Norte Parkway areas so that future projects within the overlay zone can "tier" off of the GP EIR and streamline future CEQA review.</p> <p>3a. Implement cost/benefit analysis in fire plan checks.</p> <p>3b. Schedule Fire Prevention staff at least 1 day a week at City Hall for Plan check and fire-related permits while exploring possible consolidation of fire plan check services at City Hall by Community Development Staff or outsourcing.</p> <p>3c. Analyze the process for final inspections of single family residences since both Building and Fire inspectors</p>	<p>Shorter Approval times</p> <p>Adoption of Overlay zone</p> <p>Shorter review times, quicker permit issuance</p> <p>Customer Service feedback</p> <p>Faster response to customers</p>	

	<p>4. The internal business license process has been streamlined recently, with most permits now being issued within a week of submitting an application instead of months. However, applicants still cannot apply or pay online. The City also does not have the ability to allow the electronic submission and return of plans. Nor does staff have the ability to update licensing, permitting and inspection data from the field. CRW Systems, which provides the "TRAKIT" program currently used by various departments, offers 3 software modules that will increase staff efficiencies and provide comprehensive e-services to the public. Staff requested funding in the amount of \$177,000 for an update to the CRW system as part of the 2011-2012 CIP process.</p>	<p>are on site, conducting a variety of different inspections, to determine if efficiencies can be found within the process.</p> <p>4. Upgrade the CRW TRAKIT software package with "eTRAKIT", "eMarkup", and "Mobile TRAK" to allow various online transactions including licenses, permits, payments, inspection requests, submission and markup of plans and the entry of data from the field.</p>	<p>Business license volume increase and revenue</p> <p>Shorter review times</p>	
	<p>5. The current Public Art Fee is \$0.30 per sq. ft. (first 1,800 sq. ft. exempt). Since the Public Art Program began in 1988, more than 22 public art projects have been initiated by the city and private developers. The fees are also used to maintain existing pieces and fund a portion of the Community Services Administrative staff. The Public Art Program has received a number of local and national awards for its projects.</p>	<p>5a. Determine the appropriateness of retaining, reducing, or eliminating the current Public Art Fee and the Public Art Commission.</p>	<p>Customer feedback</p>	
	<p>6. The Zoning Code has been amended repeatedly over the decades and has lost clarity, adding time to the process. A consultant could streamline the code and improve processing times at a cost of approx. \$100,000. Funding is available in</p>	<p>Hire a consultant to review and streamline the Zoning Code.</p>	<p>Approved Streamlined Zoning Code</p>	

<p>Create Incentives</p>	<p>the Economic Development Fund.</p>	<p>1. Selected fees in the Downtown Area are currently reduced for multi-family development. An Incentives/Development Fee Guide is currently online. http://www.escondido.org/Data/Sites/1/pdfs/Building/FeeGuideforDevelopmentProjects.pdf and includes the following: BUSINESS ENHANCEMENT ZONE (BEZ) Possible fee reductions of 25% (\$25,000 cap) or 50% (\$50,000 cap) RESTAURANTS CENTRAL CORE up to 100% of water, wastewater, and traffic fees NONPROFIT ORGANIZATIONS 50% fee reduction \$10,000 cap HISTORICAL BUILDINGS Zoning Code Chapter 33, Article 40. CHANGES IN USE IN EXISTING BUILDINGS Dev Fees not charged TARGETED COMMERCIAL AREAS Waiver of permit and processing fees varies from \$25 to \$1,040 BUILDING DEMOLITIONS & ABANDONED USES 100% Dev. Fee credit for demolished buildings, and uses abandoned less than 10 years</p>	<p>Re-evaluate existing Development Fees in other "Priority Areas" for possible reductions.</p>	<p>Additional living units in the Downtown District</p> <p>Expansion of existing business</p> <p>Increased sales tax generation from expanded, more-successful businesses,</p>
	<p>2. Generally, Development Fees are paid prior to permit issuance. Development Fees for a typical Single-family-dwelling include: Parks, Public Facility, Art, Traffic-Local and Regional, and Drainage (Approx. \$13,000). Water and wastewater connection fees (Approx. \$15,430), may</p>	<p>Change City Policy to allow payment of Development Fees (not staff hard costs) prior to requesting Final Inspection rather than at permit issuance.</p>	<p>Customer feedback</p>	

	<p>be paid prior to connection, (requesting a water meter). Allowing development fees to be paid prior to requesting a final inspection would have a positive impact on developers and individuals.</p> <p>3. Current parking ratios for industrial, commercial and office land uses are based on 1960's auto-oriented travel patterns and don't reflect a shift toward multimodal transportation opportunities.</p>			
	<p>4. City Council endorsed a concept plan for Escondido Creek that incorporates landscaping and recreational improvements adjacent to the trail within the creek right of way.</p>	<p>3. Evaluate parking requirement for projects that incorporate transit-oriented design principles (i.e. pedestrian orientation, proximity to transit, inclusion of bicycle facilities, etc.) as an incentive for reduced parking requirements.</p> <p>4a. Allow residential development along the creek trail frontage to install public recreational improvements (with a maintenance agreement) within the trail right of way and install permanent access onto the trail from their property in exchange for required on-site open space.</p> <p>4b. Allow commercial development along the creek trail frontage to install public recreational improvements (with a maintenance agreement) within the trail right of way and install permanent access onto the trail from their property in exchange for parking credits.</p>	<p>Customer feedback</p>	<p>Increased number of trail connections to adjacent properties.</p>
	<p>5. The Façade and Property Improvement Program (FPIP), is currently inactive. Additional funding of \$500,000 is recommended to reinstate the program. Funding is available in the Economic Development Fund.</p>	<p>5a. Reinstate and fund the FPIP to provide matching grants for commercial property façade improvements.</p>	<p>Dollar amount of private matching funds invested to enhance business appearance</p>	

<p>Focus on image / outreach / marketing including proactive business recruitment by the City Council</p>	<p>1. Previous focus had been primarily on business retention and expansion, rather than business attraction. Councilmember involvement, as well as that of successful local CEOs / business leaders, is crucial to attracting new businesses.</p>	<p>1a. Recruit a corps of successful high-profile CEO's to participate in recruitment meetings with potential new business owners. 1b. Develop business attraction "kits" for Councilmembers to provide accurate and consistent information to potential businesses.</p>	<p>Site visits Number of kits distributed</p>	
	<p>2. More effective communication needs to broadcast Escondido's positive qualities including:</p> <ul style="list-style-type: none"> • Escondido Research and Technology Center • Historic Downtown with unique recreational and regional entertainment attractions is unique among San Diego County communities. • Strategic location • Existing infrastructure, plans for development, and projected capital allocations. • Regulatory and environmental compliance requirements • Competitive transportation opportunities and alternatives • Ready-to-go, serviced and adequately zoned sites • Ready access to key suppliers and support services • Local talent pool available and the benefits of hiring locally • Public Art 	<p>2a. Refresh existing Economic Development web site to a more robust one directed at existing and prospective businesses, brokers and site selectors with companion written materials. 2b. Develop subscription-based business retention/attraction e-newsletter. 2c. Bolster the current on-line public art information with photos, electronic maps, and self-guided tour routes of existing art pieces that will attract visitors to the community who will visit the art displays and spend money at nearby restaurants and shops. 2d. Hold a commercial real estate brokers' symposium in partnership with the Chamber and regional partners to highlight available properties.</p>	<p>Hits on web site Number of subscribers to E-newsletter Number of attendees</p>	

FUTURE CITY COUNCIL AGENDA ITEMS
June 9, 2011

AGENDA ITEMS AND COUNCIL MEETING DATES ARE SUBJECT TO CHANGE. CHECK WITH THE CITY CLERK'S OFFICE AT 839-4617

Green Sheet Due by Noon on Monday, 6/6/11
Staff Reports/Resos due by Noon on Tuesday 6/14/11

JUNE 22, 2011

CONSENT CALENDAR	
1	<p>Annual Submission of the City Of Escondido's Investment Policy (K. Hugins)</p> <p><i>According to Calif. Government Code Section 53646(a)2), the City Treasurer may annually prepare and submit to the legislative body a statement of Investment Policy and any changes thereto, which will be considered at a public meeting. The Investment Policy provides the City with guidelines for the investment of City funds.</i></p>
2	<p>Maintenance and Operations Bargaining Unit Memorandum of Understanding (S. Bennett)</p> <p><i>Representatives from the Teamsters Local 911 and the City of Escondido have met and conferred in good faith regarding salary and working conditions. Tentative agreement was reached by the parties on May 31, 2011, and the contract was ratified by the Teamsters on June 7, 2011.</i></p>
3	<p>Final Engineer's Report for City Of Escondido Landscape Maintenance District Zones 1-36 for FY 2011/2012 (F. Schmitz)</p> <p><i>Adoption of Resolution 2011-70 is the final step in the annual review process for the Engineer's Report and assessment for Zones 1-36 of the City of Escondido Landscape Maintenance District for Fiscal Year 2011/2012.</i></p>
4	<p>Final Engineer's Report for City of Escondido Landscape Maintenance District Zone 37 for FY 2011/2012 (F. Schmitz)</p> <p><i>Adoption of Resolution 2011-71 is the final step in the review process for the Engineer's Report and assessment for Zone 37 of the City of Escondido Landscape Maintenance District for Fiscal Year 2011/2012.</i></p>
5	<p>Heritage Program Fireman's Fund and Allianz Grant (R. Knowles)</p> <p><i>The Fireman's Fund grant of \$7,855 is a fully funded grant that does not require any matching funds. The Fireman's Fund Grant Program was established in 2004 to support firefighters for safer communities by renewing the company's mission to give a portion of profits to support the fire service.</i></p>

June 22, 2011 – Continued

6	<p>Tow Services Agreement (J. Maher)</p> <p><i>Current Tow Contracts were extended by City Council on December 8, 2010, and will expire June 30, 2011. Staff has conducted a request for qualification process (RFQ) and evaluated contractors to determine a list of qualified vendors. Contracts will be established with qualified towing companies.</i></p>
7	<p>Final Map, Escondido Tract SUB09-0004, Located at 511 N. Escondido Boulevard (E. Domingue)</p> <p><i>This project was approved as a Vesting Tentative Map and the Final Map, when approved and recorded, will re-map the site of the original burned down Paramount Development. This project was recommended for approval by the Planning Commission on August 11, 2009 as Resolution 5866 and subject to the conditions set by the City Council on September 2, 2009 as Resolution 2009-119.</i></p>
8	<p>Budget Adjustment – Police General Fund for Expenses Reimbursed by Outside Agencies (J. Maher)</p> <p><i>During FY 2010-11, the Police Department incurred expenses for operations, programs and equipment which were unbudgeted and later reimbursed, including vehicle rental, dispatcher training, task force operations, overtime wireless charges and special operations. This action will reimburse the budget for actual costs that have been reimbursed by outside agencies.</i></p>
9	<p>Animal Control Services Agreement (S. Cervenka)</p> <p><i>The City's current contract for animal control services with EHS expires on June 30, 2011.</i></p>
10	<p>Senior Nutrition – Meal Contract (A.Shipley)</p> <p><i>The Joslyn Senior Center provides a nutrition program for seniors Monday through Friday. This lunchtime program is primarily funded by grants through the County of San Diego AIS and CDBG, which help to off-set costs. Under contract with the City, Redwood Town Court will provide meals to the Joslyn Senior Nutrition Program. Action by the Council is needed to extend this agreement for an additional year.</i></p>
11	<p>Senior Nutrition – Transportation Contract (A.Shipley)</p> <p><i>The Joslyn Senior Center provides a nutrition program for seniors Monday through Friday. This program is primarily funded by grants through the County of San Diego AIS and CDBG, which help to off-set costs. Under contract with the City, Redwood Elderlink will provide door-to-door transportation for Escondido Seniors, enabling them to access the program. Action by the Council is needed to extend this agreement for one year.</i></p>

JUNE 22, 2011 – Continued

12	<p>County Contract for Nutrition (A.Shipley)</p> <p><i>The Joslyn Senior Center provides a nutrition program for seniors, Monday through Friday. The cost of this program is offset primarily from a grant through the County of San Diego AIS.</i></p>
13	<p>Employer Paid Member Contributions (EPMC) (S. Bennett)</p> <p><i>Resolution to change EPMC for Teamsters Local 911 Maintenance and Operations Bargaining Unit</i></p>
<p>PUBLIC HEARINGS:</p>	
14	<p>Short Form Rent Increase Application for Carefree Ranch Mobilehome Park (J. VanLeeuwen)</p> <p><i>The application meets all the eligibility criteria for submittal of a short-form rent increase application. The amount requested covers a 12 month period of consideration from December 31, 2009 – December 31, 2010. 75% of the change in the Consumer Price Index for the 12-month period is .932%. The Owner is requesting an increase for 115 of the 184 spaces in the Park. Spaces not listed on the application request are on long-term leases, are rentals or are vacant. The average space rent for the 115 spaces subject to rent control is \$451.15. The average increase per space is approximately \$4.20.</i></p>
16	<p>Recommended use of Affordable Housing Set-Aside Funds and Budget for Fiscal Year 2011-2012 (K. Youel)</p> <p><i>FY 2011-2012 Housing set-aside administration and program budget.</i></p>
17	<p>Amendment to Approved Activities and Extension of the Fiscal Year 2009 Neighborhood Stabilization Program (NSP) Grant (K. Youel)</p> <p><i>The State requires this additional Public Hearing and Council Resolution to expand the permitted use of Redevelopment Activity funds and to extend the contract with the State.</i></p>
18	<p>Levy the Downtown Business Improvement District (BID) Assessments for Fiscal Year 2011-2012 (B. Redlitz)</p> <p><i>The DBA will present their annual report to the City Council on June 8, 2011, including their proposed budget and activities for the next fiscal year. At that time, the council will set the public hearing date to consider the proposed BID assessments for FY 2011-2012.</i></p>

JUNE 22, 2010 – Continued

19	<p>Amendment to the FY 2011-2012 Action Plan for CDBG to Allocate Program Income Received From the Sale of Property (R. Buquet)</p> <p><i>This is a public hearing to amend the FY 2011-2012 Action Plan for CDBG to allocate program income received in FY 2010-2011 to public service and capital improvement activities in accordance with CDBG regulations.</i></p>
20	<p>Modification to a Commercial Planned Development to Amend the List of Permitted Uses (PHG 11-0003) (B. Redlitz)</p> <p><i>At the time the old Home Depot center (now Sports Authority) was approved in 1987, certain office uses were listed as either permitted or not permitted. Medical and dental are not permitted. Council approval of this item would settle litigation between one of the property owners and a prospective dental tenant who signed a lease and then was told by Planning that he was not permitted in that complex.</i></p>
<p>CURRENT BUSINESS</p>	
21	<p>Comprehensive Community Wildfire Protection Plan (CWPP) (P. Montgomery)</p> <p><i>In September, 2009, City Council approved and accepted a grant from the American Red Cross to fund the development of a Comprehensive Community Wildfire Protection Plan (CWPP) for the City of Escondido and Rincon del Diablo Fire Protection District's wildland urban interface areas. This workshop is to present to Council the results of this plan.</i></p>
<p>WORKSHOP</p>	
22	<p>Embrace Diversity and Community Outreach Element of 2011/2012 City Action Plan (J. Masterson & S. Bennett)</p> <p><i>(The City Council Action Plan represents the City Council's collective vision for Escondido's future and the key activities that will be used to achieve that vision.</i></p>
23	<p>Future Agenda Items (M. Whalen)</p>

JUNE 29, 2011 – NO MEETING (5TH WEDNESDAY)