



City Council Action Plan 2009 – 2010

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Introduction

The City Council Action Plan represents City Council's collaborative vision for Escondido for the next two years. The Council Action Plan is developed biennially following a workshop where key policy interests are identified and discussed by the City Council and City Staff.

At this workshop on February 3, 2009, Council agreed to limit the number of policy priorities so they could be more focused on the priorities identified for their work plan for 2009-2010. The key policy priorities identified were:

Economic Development

Financial Stability and Efficiencies in Service
Delivery

General Plan

Infrastructure and Public Facilities

Utilities

The City Council will be updated on the progress that is being done to achieve the Action Plan key activities through biannual workshops where Council's key policy priorities will be discussed.

ECONOMIC DEVELOPMENT UPDATE

GOAL: The City Council desires an Economic Development plan that will focus on the attraction of new businesses and high paying jobs to ensure that Escondido remains as a strong economic force in the San Diego area.

Review existing business incentives and develop new ones to help stimulate quality development in Escondido. Be more proactive in seeking new businesses and retaining existing businesses.

- Develop a business attraction strategy by November 2009.
- Meet periodically with auto dealers and other major businesses/employers beginning August 2009.
- Include Council members and the Chamber of Commerce in meeting with representatives from potential business and business retention beginning August 2009
- Assist and educate businesses in reducing costly impacts including false alarm fines and excess parking violations by May 2010.

Continue to promote development efforts in the Downtown area that implement existing goals including the addition of residential and office use within walking distance of the core retail area.

- Continue to identify and purchase key properties that provide the potential for the City to leverage or partner with private development review by December 2009
- Meet with specific developers to encourage the development of higher density residential and office use in the downtown districts beginning February 2010
- Monitor property sales to seek additional properties for the expansion of Grape Day Park quarterly beginning in June 2009
- Increase efforts to find additional Downtown parking by identifying possible sites for sale beginning immediately
- Work with the DBA to find more effective parking management solutions for the Downtown area beginning immediately

Encourage citizens, employees and outside residents to live and shop in Escondido

- Review and reinvigorate the *Spend It in Escondido* campaign by January 2010
- Develop a marketing plan utilizing increase use of the Internet/Web by September of 2010.
- Develop incentives that encourage employees and first responders to live in Escondido by July 2010

Expand efforts to increase high paying jobs and High-tech business

- Review existing industrial areas to determine potential for business park and incubator type uses by August of 2009
- Hold City Council workshop to discuss status of industrial office studies involved in the General Plan Update (August 2010)

Contact Person: Charlie Grimm, Chair

FINANCIAL STABILITY AND EFFICIENCIES IN SERVICE DELIVERY

GOAL: The City Council desires to establish Policy and Practices that will assure the city of meeting its financial responsibilities.

Formalize a Reserve Policy and Specify Appropriate Uses

- Assess fiscal risks by November 2009
Fiscal risk defined as Economic, Cash Flow, Expenditures, General Contingencies, Disasters, State/Local Relationship
- Research reserve policies of regional agencies by December 2009
- Present findings and staff recommendation to the Budget Subcommittee by December 2009
- Present Budget Subcommittee recommendation to Council by March 2010

Develop Priorities in Long Term Financial Planning

- Develop criteria for evaluating a two year budget cycle by September 2009
- Revise 5 year Capital Improvement Program process by October 2009
- Develop Capital Financing Policy by October 2009
- Develop Periodic Reporting Criteria by December 2009
- Present findings to the Budget Subcommittee by December 2009

Evaluate Pension Costs

- Cal PERS Education Workshop was held with City Council on May 6, 2009
- Evaluate regional reform of pension benefits. Regional City Manager association to offer options.

Develop Policy on Contributing to Non-profit Organizations

- Survey policies adopted by other regional and statewide agencies by September 2009

- Evaluate % of budget of each agency/event provided by City and develop recommendations related to a % of agency/event annual budget cap – October 2009
- Modify application criteria by December 2009
- Present findings and staff recommendations to Budget Subcommittee by January 2010

Invest in Technology

- Hold periodic Executive Technology Committee meetings for direction, prioritization, and possible funding sources for future technology projects, which will provide more technology to employees who work in the field to improve efficiencies and enhance customer service to the community.
- Promote Code Enforcement public website by September 30, 2009, that provides information on common code enforcement violations, a Frequently Asked Questions page, and the new online complaint form to streamline the complaint process and provides another e-service to the citizens of Escondido
- Promote Planning Division public website by September 30, 2009, to provide online forms for 37 permits and applications to enhance customer service to citizens
- Publicize online crime reporting link to Police Department's webpage by September 30, 2009, to enter non-emergency crime reports into www.escondido.org/police/reports/online.html. This enables officers to address other police work and is more convenient to the community
- Evaluate various Content Management Systems (CMS) for the Internet Web Server to manage and control a large, dynamic collection of web material by December 20, 2010 to include data files, image media, audio files, video files, electronic documents, and Web content
- Contact each front counter division by September 30, 2009, to make them aware of low cost online updates that are available to them through Information Systems staff to provide a more efficient customer service process. Any projects identified will be prioritized and scheduled.
- Expand the use of the Nixle Community Notification System at the Police Department to enable all City departments wishing to contact the public by December 31, 2009 for notification of events and news of public interest.
- Incorporate information from other departments in the Escondido Public Library Newsletter by September 30, 2009 to advise the public regarding special events or news of public interest

Contact Person: Gil Rojas, Chair

GENERAL PLAN UPDATE

GOAL: The City Council desires to update the General Plan to ensure that Escondido's long-range planning document complies with requirements and appropriately reflects the community's vision for the future.

Complete Initial Public Outreach Efforts

- Publicize update efforts in media (newspaper, TV, internet) by June 2009
- Establish a General Plan Update Page on the City's Website by June 2009
- Conduct 3 "visioning" workshops and prepare summaries by June 2009

Staff Identification of Issues

- Complete an inventory of current Quality of Life Standards by June 2009
- Complete draft Goals and Objectives July 2009
- Complete series of Issue Papers that will explain issues in detail and facilitate public comments and City Council direction by August 2009.
- Identify potential Land Use and policy alternatives for study and solicit public input by August 2009
- Obtain City Council direction on the land use alternatives, policies, facility and infrastructure needs to be studied and issue the EIR Notice of Preparation by September 2009.
- Identify alternatives for sewage treatment and disposal/re-use options to be included for study in the General Plan Update by September 2009
- Identify staffing and/or consultant/contract planner needs by October 2009
- Develop a detailed work program, budget, and execution of consultant contract by November 2009

Preparation of the Draft GP Document

- Complete initial analysis of General Plan alternatives and obtain Council direction on the preferred alternative by February 2009
- Complete Draft General Plan Document by August 2010
- Complete public and Council Workshops on the Draft General Plan document by November 2010.

Prepare EIR and Technical Studies

- Commence preparation of the EIR by December 2010
- Complete first Screencheck EIR by March 2011
- Distribute Draft EIR by June 2011.
- Complete Final EIR by September 2011.

Draft General Plan Revisions

- Prepare Final General Plan Draft in response to public comments and the Final EIR by November 2011

Conduct Public Hearings

- Complete Planning Commission Hearings by January 2012
- Complete City Council Hearings by March 2012

Prepare ballot measure for inclusion on next available regularly scheduled Election

- Complete Ballot Initiative and submit to the County Clerk by August of 2012
- Conduct public information workshops to promote public support of ballot initiatives by November 2012

Contact Person: Jon Brindle, Chair

INFRASTRUCTURE AND PUBLIC FACILITIES

GOAL: The City Council desires to provide Escondido with safe and well maintained facilities to enhance commerce, tourism, recreation and social activities.

Complete an analysis and pricing of maintenance/refurbishment needs at major City facilities

- Update assessment of refurbishment/renovation needs at major City Facilities by September 2009
- Present updated assessment of refurbishment/renovation needs to Council, including cost estimates by October 2009
- Based on Council input and prioritization, develop a facilities improvement implementation plan by January 2010
- Based on Council direction and approval, implement a facilities improvement plan with initial projects underway prior to April 2010

Prepare a plan to improve all city streets to baseline standards (curbs, gutters and sidewalks)

- Complete assessment of current street infrastructure by December 1, 2009
- Prepare cost analysis to improve streets to baseline standards by February 1, 2010
- Present a report to Council in March 2010 and incorporate Council direction into development of the Capital Improvement Program budget for 2010-2011

Establish the plan for a new public library based on the quality of life standards of the new General Plan

- In conjunction with the Library Board of Trustees and the Escondido Library Endowment Foundation, hire an architect to upgrade the building program and integrate “green design” standards by June 2009
- Conduct a workshop with City Council and Library Board of Trustees reviewing the work of the architect and providing response for possible adjustments to the Quality of Life Standards of the General Plan by October 2009
- Evaluate location, scope and financing options for a new public library by March 2010
- Based on workshop direction, present to the City Council recommendations for location, scope and financing options for a new public library by April 2010

Contact Person: Jerry VanLeeuwen, Chair

UTILITIES

GOAL: The City Council desires to ensure a reliable water supply, provide effective wastewater service, and provide for a stormwater system that meets public needs and regulatory requirements

Complete updated master plans for both water and wastewater and implement a repair replacement plan for utilities infrastructure

- Update the Water Master Plan by the end of FY 2011
- Update the Wastewater Master Plan by the end of FY 2012
- Based on Council input and prioritization, budget for and implement sewer, water, and stormwater infrastructure repair, replacement, and expansion
- Design and construct the expansion and repair of the influent pump station at HARRF by the end of FY 2012.
- Design and construct a new dam at Lake Wohlford; seek grant funding for this project

Develop a comprehensive solution for the HARRF capacity challenge

- Develop preferred alternatives for consideration by Council by end of FY 2010
- Develop implementation and financing plans for the selected alternative(s) by end of FY 2011; seek grant funding where appropriate
- Design and construct selected alternative(s) by end of FY 2014

Develop and implement a Long Range Water Resources Plan

- Develop local water sources
 - Actively participate in and bring to fruition the Settlement Agreement with Vista Irrigation District, the five Indian Bands, and the Department of the Interior
 - Explore and begin implementation of reclaimed water alternatives that enhance the local water supply and decrease dependence on imported water by June 2011
- Increase focus on water conservation, drought tolerant landscaping, and public education about water resources
- Coordinate regional and statewide initiatives that will ensure the reliability of the imported water supply

Develop a financing plan to ensure adequate reserves and funding for reliable water, wastewater and stormwater services

- Conduct a new rate study by the end of FY2010; include a study of the current billing system and consider automated meter reading; obtain Council approval to move forward with the recommendations in the rate study.
- Secure bond financing as needed for Utilities projects
- Secure grant funding and stimulus funding as available to support Utilities projects

Ensure environmental stewardship through regulatory compliance and a regional approach to water, wastewater, and stormwater issues

- Maintain open communication with regulators including the Regional Water Quality Control Board and the Air Pollution Control District
- Nurture relationships with environmental groups such as Baykeeper/Surfrider, ECWA, the Escondido Creek Conservancy, and the Friends of Daley Ranch
- Actively participate in the regional stormwater groups, addressing watershed issues
- Maintain compliance with all permits and provide an outstanding industrial waste pre-treatment program to protect the wastewater infrastructure and the environment

Contact Person: Lori Vereker, Chair