

**CITY OF OCEANSIDE
MEASURE X
RESPONSIBLE SPENDING PLEDGE**

The City of Oceanside's mission is to enhance the quality of life through outstanding service to its diverse community.

The City's goals are to:

- **City Services:** Provide fiscally sustainable policies that support core services.
- **Sustainable Growth:** Encourage sensitive infill to maximize existing infrastructure.
- **Economic Vitality:** Build partnerships with public/private entities for job creation and economic growth.
- **Quality of Life:** Improve quality of life, safeguard environmental resources, and provide cultural and recreational opportunities.
- **Civic Engagement:** Encourage citizen and neighborhood involvement to develop a shared sense of community.

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

The City of Oceanside, like many 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 and increased costs which are out of the City's control. 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, and contracting out services. The City's infrastructure is aging, and the City has limited ability to generate significant new revenues. This has impacted City services.

Therefore, we believe that any new revenues generated by Measure X shall be used to improve infrastructure and maintain/improve the delivery of public safety services including:

- Police patrols, crime, drug, and gang prevention;
- Fire, paramedic and 9-1-1 response;

- Pothole repair, street maintenance;
- Improved infrastructure;
- Maintain safe, clean parks and beaches; and
- Address homelessness.

To this end, the Measure X Spending Plan shall focus on the following programs and projects:

Programs and projects that may be funded if sales tax increase is approved

Services, programs and projects that **may** be funded if the sales tax increase is approved. The ½ cent sales tax increase would generate approximately \$11M annually for seven years – about \$81M in total funding assuming 1% annual revenue growth. Consequently, the City Council will need to determine specific priorities as the list of potential programs and projects far exceeds this amount.

Public Safety:

- Enhanced Police Services including crime prevention and drug enforcement
- Increase Gang Suppression Unit manpower
- Dedicate permanent funding of Downtown Crime Suppression Unit
- Expansion of Oceanside Police Department’s Homeless Outreach Team
- Augment Fire/Paramedic and Lifeguard Services
- Implement Emergency Medical Technician Program
- Improved Emergency/Disaster Operations
- Expand PERT Units
- Fund Fire Explorer Program

Capital Improvement Projects:

- Pothole repair and paving projects
- Sidewalk repair and enhancement
- Beach erosion and sand replenishment
- Beachfront Improvements
- Pier Repair
- The Strand safety improvements
- Smart Infrastructure (fiber optic, cable, cameras and sensors)
- Storm drains and storm water pollution prevention
- Fire Facilities such as:
 - Replacement of Fire Station 1 along with an Emergency Operations Center (EOC)
 - Remodel Fire Stations 3 & 4

- New Fire Stations 8 (currently in a leased building) and 9 (northeast part of town)
- Fire training tower
- New Lifeguard Facility
- Permanent Fire Training Facility Offices
- Permanent Police Headquarters
- Parks and Recreation facilities
 - Shade structures at all playgrounds and new playground improvements including equipment, surfacing and ADA improvements
 - Repairs to Heritage Park and Americanization School
 - Remodel Jr. Seau Community Center
 - Resource Center Improvements
 - Rehabilitation of existing swimming pools
 - Construction of El Corazon Aquatic Complex
- Branch library at El Corazon
- Deferred maintenance for City facilities such as:
 - Civic Center roofs and chiller unit
 - Melba Bishop Recreation Center chiller unit and upgrades
 - OTC Parking Structure Repairs
 - City Operations Center – Fuel Dock Steel Structure repairs
- Coastal Rail Trail
- Sprinter Rail Trail
- Street projects such as:
 - Coast Highway Improvements
 - Safety bollards for downtown markets/special events
 - Widen College Blvd. Bridge over San Luis Rey River
 - Improvements to College Blvd. and Oceanside Blvd.
 - Widen College from Old Grove to Olive
 - Widen El Camino Real bridge over SR 78
 - Widen El Camino Real between Oceanside Blvd. and Mesa Drive
 - Neighborhood traffic calming projects
 - Widen SR 76 from four to six lanes
 - Mission Avenue widening from Rancho del Oro to Old Grove Road
 - Mission Avenue median improvements
 - Canyon Drive improvements
 - El Corazon access road
 - Roundabouts at Frazee/Old Grove and Mesa/Barnwell
- Gateway Improvements/Beautification
- Façade Improvement Program

- Airport runway, taxiway and apron improvements (local match is needed for Federal grants)
- Municipal Golf Course irrigation improvements and new/renovated clubhouse
- Oceanside Blvd. Vision Plan

City Services and Programs:

- Senior and Youth Programs
- Facility Operations
- Parks and Trails Maintenance
- Library programs and enhanced hours of operation
- Rapid Rehousing and homeless prevention programs