



A Stronger, Safer Chula Vista





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- Chula Vista is a great place to live
- In a recent satisfaction survey, residents reported:
 - 87% said quality of life is excellent or good
 - 83% said they were satisfied with city services and facilities
 - 77% said maintaining quality of city services, facilities, and infrastructure was extremely or very important





Community Needs Assessment

- Our community has significant needs that must be addressed
- Extensive community needs assessment has been conducted and validated by committee of local residents
- Identifying priority needs to sustain the quality of life
- Soliciting broad-based citizen input





Repairing and Maintaining Neighborhood Streets

- Improving local streets, sidewalks, and essential infrastructure will help improve the local economy and attract new businesses and jobs to Chula Vista
- Many older neighborhood streets are badly deteriorated
- In newer areas, streets must be maintained before they deteriorate and become much more expensive to fix later





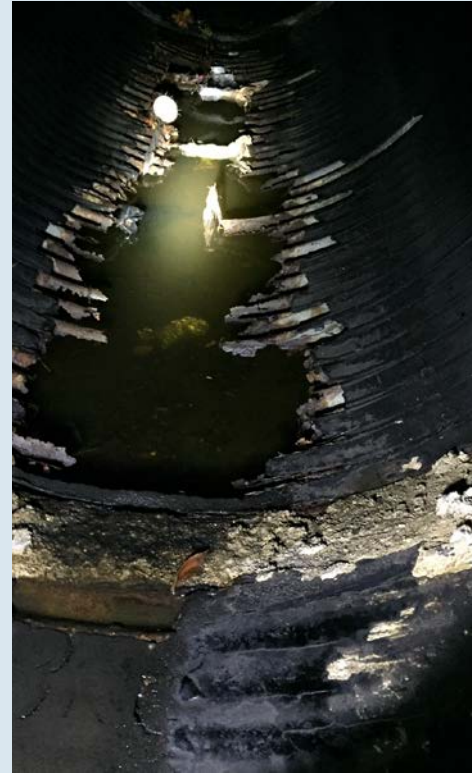
Public Safety Vehicles and Equipment

- Aging police and firefighting vehicles, equipment and technology need to be replaced or upgraded
- Some City fire trucks are nearly 30 years old and spend more time in the repair shop
- A large portion of the police fleet has over 100,000 miles
- Streets must be maintained so police and fire have easy access in emergencies



Aging Storm Drains Need Repairs

- Much of the City's storm drain system is more than 50 years old
- Must be replaced and repaired before pipes collapse, creating sinkholes, flooding, pollution, property damage or injuries





Upgrading Water Systems

- We are experiencing the worst drought in California history
- The price of water will keep going up
- The City uses as much recycled water as possible with existing infrastructure
- Chula Vista can save money and conserve water by upgrading to water smart landscaping and irrigation





Keeping Kids on the Right Track

- Parks, recreation centers, and libraries help keep kids healthy, stay active and engaged in learning
- High community usage requires investment to keep them available for use
- Aging buildings and outdated technology are in need of upgrade and maintenance to meet current and future needs





Existing Funding Insufficient

- Existing finances are not sufficient to maintain these vital assets to support our quality of life in Chula Vista
- Chula Vista is considering potential local funding options, including a bond or a sales tax measure, to address these critical needs
- Every dollar from a local Chula Vista measure would stay in our community and be used to improve Chula Vista
- In a recent survey, at least 60% of Chula Vista likely voters support one of these types of local funding sources for these important needs
- City Council will consider how to move forward by summer 2016



Local Funding Measure Options

The City welcomes feedback as it considers two options for local funding:

Bond Measure

- Provides local funding for facility repairs and upgrades
- Provides upfront funding to allow the City to immediately begin projects and upgrades
- Funds are repaid over time by local property owners

Sales Tax Measure

- Provides local funding for facility repairs, upgrades and services
- Paid at point of sale
- Considering ½ cent sales tax

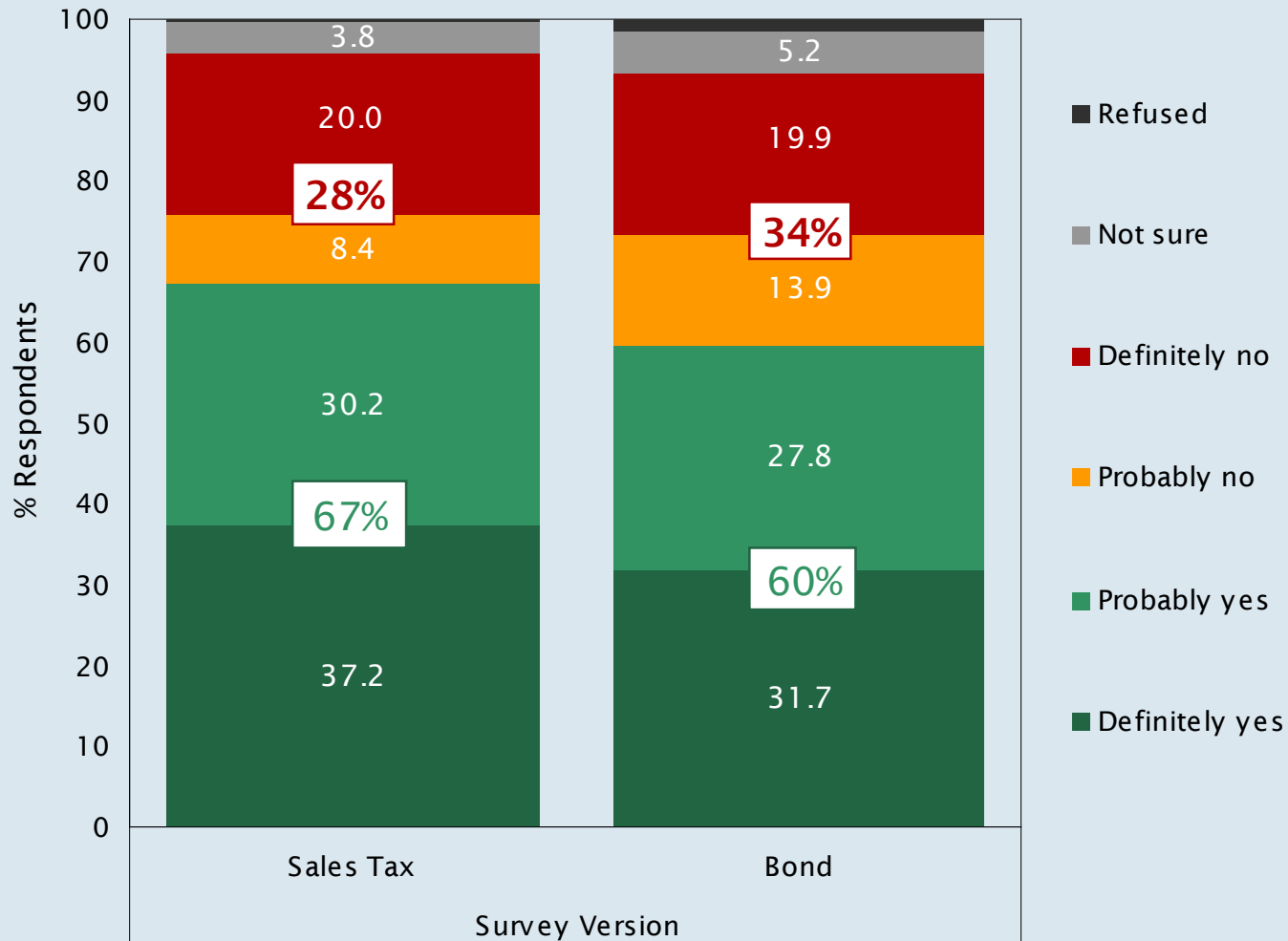


Survey of Chula Vista Voters

- To understand Chula Vista voters' priorities, a survey was conducted in July and August, 2015
- Conducted by an experienced research firm
- Provides an unbiased, statistically reliable evaluation of voters' interests and priorities
- Conducted by telephone—random sample of voters who are likely to vote in November

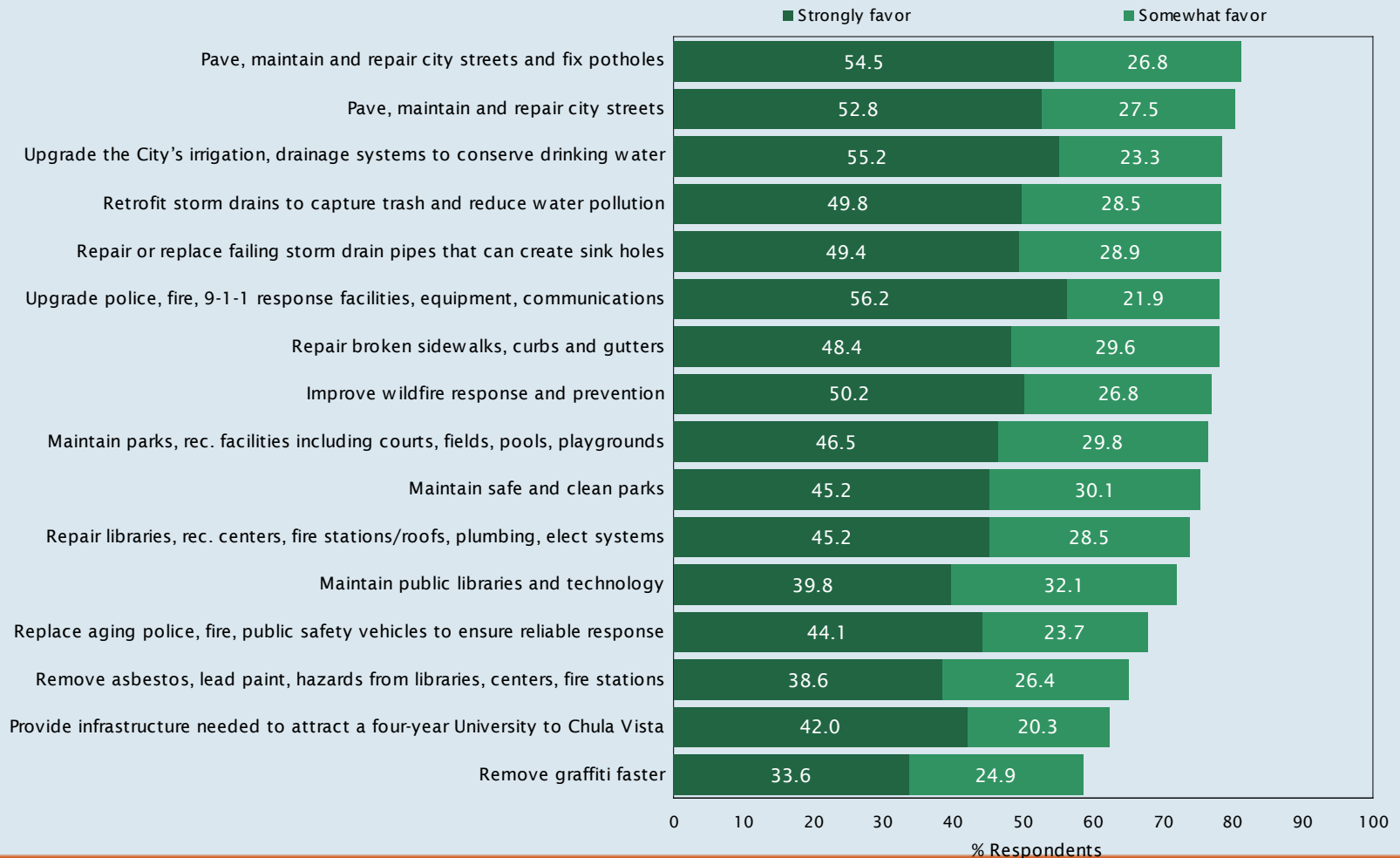


Initial Survey Feedback





Initial Survey: Programs and Projects





Initial Survey Conclusions

- It is feasible to move forward with a revenue measure.
- Voters perceive that maintaining the quality of city facilities, services & infrastructure are among the most important issues facing the community
- Strong natural support for proposed uses of funds
- Steady support for sales tax, whereas support drops for bond
- Effective public outreach and an independent campaign would help sustain support for the measure



Next Steps

December 2015 – March 2016:
Public outreach

April 2016:

Infrastructure workshop

Summarize public input

Summarize potential projects

Staff recommendation regarding potential ballot measure

Spring 2016:

Council direction

Summer 2016:

Council decision

Ballot language due to County

November 2016:

Election





We Want to Hear from You

- The City of Chula Vista values your input as it considers options to address these critical needs.
- You can learn more about the process, and add your voice by taking our survey at www.chulavistaca.gov/infrastructure
- If you have questions or comments, please email infrastructure@chulavistaca.gov

