



CITY OF
OCEANSIDE

2020 ANNUAL REPORT

2020

City operations began to shift in March 2020, and we never looked back. Every facet of providing municipal services changed overnight as staff and the City Council worked to bring meaningful new programs to fill crucial gaps as the pandemic wore on. Aside from the

monumental pandemic challenges of swiftly developing new food distribution programs, a Hire Local program, small business grants and loans, as well as rent and utility assistance, we were also faced with major flooding and civil unrest.

Throughout the unexpected difficulties, we made significant progress on moving Oceanside forward in many arenas.

Here are highlights of some of the City's foremost achievements of 2020...

COVID19 RESPONSE

◆ The City Council allocated funding for **400,000** hot meals prepared by partner at the Green Oceanside Kitchen, as well as local restaurants.



◆ Provided **50,000** boxes of produce to those in need at the City's Resource Centers, in a unique partnership with local farmers.



◆ Assisted hundreds of Oceanside small businesses with over **\$1 million** through grants for those impacted by COVID19 regulations.



◆ Made **3,969** grocery store trips, COVID19 meal deliveries to homebound seniors and non-profits serving vulnerable populations, made prescription pick-ups and other essential tasks for seniors to diminish their COVID exposure through the City's GO Transportation program.



◆ For the community isolated at home, delivered over **40,700** books and videos, as well as arts and activity kits, and made online programs available for over **10,600** views.



◆ The City Council approved funding to assist those Oceanside residents impacted by COVID with rent & utility payments.

◆ In an effort to help re-employ laid off Oceanside residents, the City launched a Hire Local initiative which covered the cost of tuition for certain certificate programs at MiraCosta College.



◆ Oceanside Public Library launched 'Coursera for Workforce Recovery'- a free online program to serve those developing their skills to best re-enter the workforce.



◆ City provided hundreds of news updates, tips and videos on COVID19 prevention, testing, treatment, vaccinations and news.



MAJOR PROJECTS

◆ Broke ground on Pure Water Oceanside, the first project of its kind in San Diego County, a project that will purify recycled water to create a new, local source of high-quality drinking water and will eventually produce more than 30% of the City's water supply.



◆ Began construction on the implementation of the Advanced Metering Infrastructure (AMI) Program to install automated water meters throughout the City



◆ Broke ground on the major Beachfront Improvements Project, replacing restrooms, stairway, plaza and sewer lift station.



◆ Oversaw the construction of the El Corazon Aquatics Center, anticipated to open in 2021. The Aquatics Center will provide competition-level amenities to serve Oceanside residents, school districts and host regional meets.



◆ Commissioned the new downtown Public Parking Structure just steps from the beach. The public garage has 340 spaces over six levels and is located at 371 North Cleveland Street near Civic Center Drive.

◆ Conducted major outreach for the once-per-decade Census, aiming to reach under-reported neighborhoods. That led to Oceanside's successful response of 72%, exceeding the national average.



◆ Rehabilitated the runway at Oceanside's Bob Maxwell Municipal Airport.



QUALITY OF LIFE

- ◆ Assisted **62** homeless residents into Bridge Housing, with **43** moving into permanent housing
- ◆ Serving Seniors delivered **129,992** home delivered meals to approximately seniors daily
- ◆ Repaired **29** miles of roads with a combination of slurry seals and street overlays
- ◆ Repaired **4,000** potholes
- ◆ Answered **98,899** calls for service or community questions through the City's Customer Care phone/email/app system
- ◆ Provided **2,076** free rides for senior members of the GO Oceanside program with volunteer drivers
- ◆ Conducted **308** encampment details and removed **327** tons of associated debris
- ◆ Graffiti eradicated at over **1,200** sites
- ◆ Removed **2,340** tons of debris from roadways
- ◆ Installed modern new playgrounds at Marlado, Sepulveda and Ortega Parks
- ◆ Redeveloped Balderrama Park with a new playground and new sports field
- ◆ Trimmed **4,300** trees
- ◆ Loaned over **150,000** Library books, videos, CDs and other items
- ◆ Completed **5** renovations of restrooms and service buildings at the Harbor

PUBLIC SAFETY

- ◆ The Oceanside Police Department (OPD) responded to **123,566** calls for service
- ◆ OPD was the first in the County to train all sworn members on the new POST Certified, Countywide De-escalation Course
- ◆ OPD obtained Force Options Training Simulator to further train police personnel. Police instructors also use the simulator to teach de-escalation skills to Oceanside High School's Academy of Justice students
- ◆ The Oceanside Fire Department (OFD) responded to **20,299** calls for service
- ◆ OFD conducted the 15th professional Fire Academy and the 2nd EMT Academy to onboard fully trained personnel
- ◆ OPD added Latent Print Analyst and Digital Forensics Analysts positions to improve crime-solving ability
- ◆ OPD completed a Department-wide roll-out of Body Worn Cameras for all sworn members
- ◆ OFD Lifeguards conducted **91,496** preventative actions, **1,600** ocean rescues, **16** boat rescues, and responded to **18** sea life strandings
- ◆ OFD conducted over **3,700** fire safety inspections

ECONOMIC DEVELOPMENT

- ◆ Covered tuition and fees for **44** Oceanside residents to complete career training programs at Mira Costa College Technical Career Institute through the Hire Local Program
- ◆ Served over **40,000** customers through the Financial Services Department
- ◆ Assisted with the opening of approximately **54** new brick and mortar businesses
- ◆ Supported the economy through the Arts: the Library developed Oceanside Culture Fest, continued work on O'Arts: Master Plan for the Arts, arranged CalTrans signage for the Cultural District, and conducted collaborative marketing

Major grants obtained save taxpayer money: **\$8 million** for the Beachfront Improvements Project, **\$6 million** to help finance the Pure Water Oceanside project, **\$700,000** to replace and expand Harbor docks, **\$500,000** for Safe Routes to School program, **\$175,000** to enhance the Loma Alta Slough, and many others!



Oceanside Completes Transition to District Elections

In 2017, the Oceanside City Council adopted a resolution to begin the process to transition to District Elections. City Council representatives for District 1 and District 2 were elected in 2018 and District 3 and District 4 representatives were elected in November 2020. The Mayor, City Clerk

and City Treasurer are elected at large. In 2020, District 1 representative Esther Sanchez was elected Mayor. As a result, the District 1 City Council seat became vacant. Councilmember Kori Jensen was appointed District 1 representative until the 2022 election.

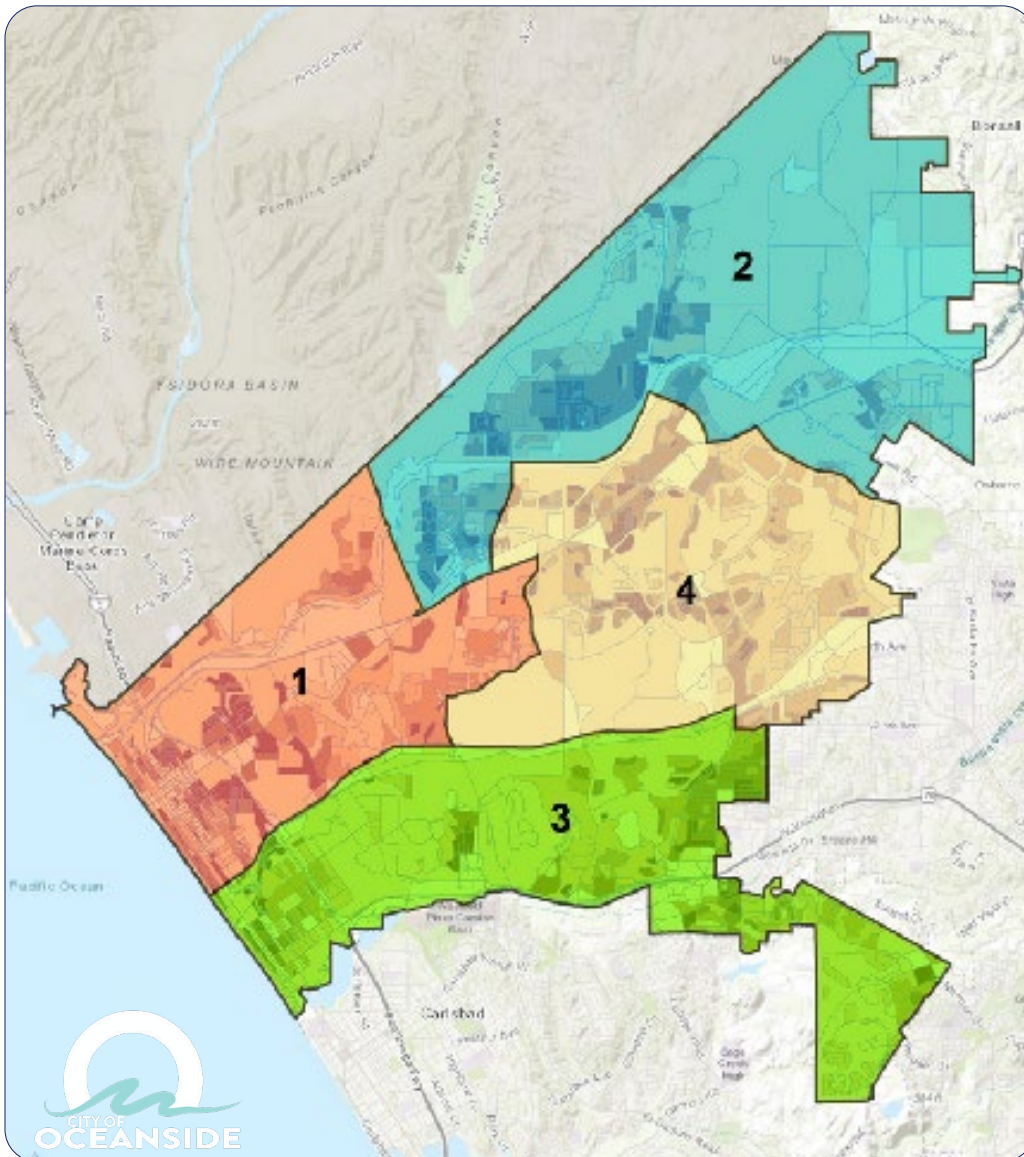
Mayor
Esther Sanchez

Deputy Mayor
Ryan Keim
DISTRICT 3

Councilmember
Kori Jensen
DISTRICT 1

Councilmember
Christopher Rodriguez
DISTRICT 2

Councilmember
Peter Weiss
DISTRICT 4



CITY OF OCEANSIDE VISION STATEMENT

The City of Oceanside will be a safe, culturally diverse community that empowers its citizens to provide an environment that promotes economic development, supports quality education, fosters the cultural arts and preserves its natural resources.



CITY COUNCIL MISSION STATEMENT

The City Council's mission is to represent the citizens of Oceanside, make policy decisions, exercise fiscal responsibility and authority, serve the best interests of all citizens, and ensure that Oceanside is a desirable place to live, work, do business, and visit.