



## MEMORANDUM

**DATE:** January 16, 2015  
**TO:** Andrea Tevlin, Independent Budget Analyst  
**FROM:** Councilmember Lorie Zapf- Council District 2  
**SUBJECT:** Budget Suggestions for FY 2016

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Below is a list of Council District 2 priorities that I would like to see included in the upcoming budget discussions. This list is not in a ranked order.

1. ***Continue to Boost Police Department Retention and Recruitment:*** Public safety should always be a high priority for the City. According to the recently released salary study, San Diego Police Officers make less than their counterparts in nearby jurisdictions, which entices our officers to leave for other departments. The salary disparity also makes it more difficult to attract new recruits to the department. It is important to continue to find funds to compensate our officers appropriately to help with retention and recruitment issues.
2. ***De Anza Harbor Resort Master Plan Update:*** De Anza Harbor Resort is a regional asset and public park that should be enjoyed by all San Diegans. Now that a timeline is in place to return the parkland back to the City, it is important that we start the planning process to prevent delaying the return of this asset to the citizens of San Diego. We need to ensure access to one of our greatest amenities for future park space and use. Funding for early phases of updating the master plan should be considered in this budget cycle.
3. ***Implement Additional Fast Response Units for San Diego Fire-Rescue Department:*** Given the success of the Fast Response Units during the pilot program that was funded this fiscal year, I would like funding for this program to continue, and possibly expand to add additional Fast Response Units throughout the city to improve response times.
4. ***Implementation of Penny for the Arts:*** The City Charter specifically identifies supporting arts & culture as a core City service. This service is funded by TOT revenues, which have been steadily improving over the past few years. However, the percentage of arts and culture funding remains well below what it was in 2002, which was the target year in the Penny for the Arts Plan approved by Council. Investing in arts & culture is a revenue generator that investment yields a significant return – because arts & culture tourism generates TOT, sales tax, and more. The return on our

investment in the arts is how we fund public safety, infrastructure, and neighborhood services. If San Diego doesn't offer these options to our tourists, they will travel elsewhere. Cultural tourists stay twice as long and spend twice as much as an average tourist. They should be doing that here, not in LA or San Francisco. The plan approved by Council calls for a significant increase in spending this year. We would strongly urge the Council and Mayor to implement the plan that was approved by Council.

5. ***Funding for Street Paving and Repairs:*** In order to maintain the City's infrastructure, it is important to fund one of our most valuable assets – our streets. In order to tackle our backlog of street repairs, we need to fund repair and maintenance of all our city streets.
6. ***Ocean Beach Lifeguard Station:*** The five year lifeguard plan presented to the Public Safety and Livable Neighborhoods Committee on February 26, 2014 mentioned the need for a new Ocean Beach lifeguard station because the current facility is insufficient to adequately meet the personnel, operational, and equipment storage needs of the area and needs to be replaced. Our local beaches attract hundreds of thousands of visitors every year. It is important to ensure that those who use our beaches are safe, and that we have adequate facilities for the men and women protecting beachgoers.
7. ***Ocean Beach Library Expansion:*** San Diego's libraries assist residents by providing educational materials for continued learning, provide tools for job searches, and help increase literacy. The Ocean Beach library was originally built in 1927 when the community was much smaller than it is today. Ocean Beach has grown dramatically and the current library size doesn't meet the needs of the community. Years ago the City purchased land to facilitate a library expansion, but the building project still lacks the necessary construction funding. It is important that we fully fund the expansion of the Ocean Beach library.