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SAN DIEGO  
AT A  
GLANCE

# San Diego at a Glance

## City Profile

With a total projected population of 1,314,600 for January 1, 2005, the City of San Diego is the seventh largest city in the nation and the second largest city in California. The City's population grew by approximately 10% between 1990 and 2000 for an average increase of 12,375 annually.

## Quality of Life

A major factor contributing to San Diego's growth is the quality of life. Based on the most recent citizen survey, 79% of citizens rate their quality of life as good or excellent. Besides having one of the world's most favorable climates, the City offers a wide range of cultural and recreational services to benefit both residents and visitors. With mild temperatures year round, the City's many beaches, parks, tennis courts, and golf courses are in constant use.

## Center for Education and Research

San Diego is also a center for education and research, with both public and private colleges and universities. The University of California at San Diego, San Diego State University, and the University of San Diego are three major universities in the City. The City is also served by many community colleges offering academic courses and vocational training, with the vocational courses often customized to meet the special needs of area employers. In addition to the 26 childhood development centers, there are 188 public schools in the San Diego Unified School District, including 114 elementary schools, 21 charter schools, and 53 middle, junior high, senior high, atypical schools and other program sites.

## Economic Diversity

Another factor in the City's growth has been the diversification of its economy. The City's economic base, which in the past was reliant on federal defense spending, has undergone a transformation in recent years. A result of this transformation is a new economic foundation based on four major areas: international trade, high-tech manufacturing and research, professional services, and a tourism industry with a strong convention trade component. Each of these areas has recorded steady growth since the recession of the early 1990's, and should provide the basis for the City's future economic growth. In addition to these expanding industries, the City benefits from a stable economic foundation composed of basic manufacturing, public and private higher education, health services, military, and local government.

## International Trade

San Diego's emergence as a center for international trade is partially due to the Port of San Diego. The Port of San Diego offers world class maritime facilities built around one of the world's great natural harbors. International trade activity has also benefited from the City's immediate proximity to Mexico, a major U.S. trading partner. Mexico's rapidly growing economy is dependent on U.S. manufactured products to support development of its new industrial base. Reflecting the San Diego-Mexico connection is the rapid growth of the City's industrial complex located in the Otay Mesa area adjacent to the international border. Many of these facilities are twin plants, or maquiladoras, with operations both in the U.S. and Mexico. The recognition of Tijuana as a sister city and the execution of a joint



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memorandum of understanding between the cities' two mayors is symbolic of an increasing economic interdependence between the cities.

## Tourism

The City of San Diego is the focal point for tourism in the region. Major attractions located in the City include the world-renowned San Diego Zoo, the San Diego Wild Animal Park, and Sea World. Other attractions include the Cabrillo National Monument on Point Loma; Balboa Park, home of the Zoo and a host of other cultural and recreational activities; downtown's historic Gaslamp Quarter; and Old Town State Park. San Diego's cruise ship industry is another important sector of the local visitor industry.



San Diego's long established tourism industry entered a new phase in 1989 with the opening of the San Diego Convention Center. The award-winning Convention Center is one of San Diego's strongest economic engines, producing an all-time historical high \$1.2 billion economic impact in Fiscal Year 2004. Convention Center events are responsible for 7,950 jobs throughout the region for more than 700,000 room nights each year. During its 15-year history, the Convention Center has hosted more than four million out-of-town delegates, and more than 10 million visitors overall.

San Diego has recently been named the #1 Convention and Meetings Destination in North America by the prestigious Watkins study, which cited the City's top-rated facilities and identified San Diego as the best city for a positive overall convention experience. In addition, San Diego enjoyed the highest hotel occupancy in the nation for four consecutive weeks in the summer of 2004. As San Diego continues to enjoy strong growth in tourism, this industry will remain a bulwark of the region's economic success.

## Major Events

In addition to the many permanent attractions that draw visitors to San Diego, San Diego has served as the host city for a number of events of national and international stature that have been viewed and attended by citizens from around the United States and the world. During the early 1990's, San Diego was host to the World's Cup of Sailing and the 1992 and 1995 America's Cup events, each of which had an estimated economic benefit of \$300 million. In 1996, the City of San Diego was the proud host of the 1996 Republican National Convention. Other notable events that have been held in the City of San Diego include the 1992 Major League Baseball All-Star Game, the 1998 Major League Baseball World Series, and the 1999 Major League Soccer All-Star Game. In 1997 and 1998, San Diego was host to the ESPN X Games. In 1988, 1998 and, again in 2003, San Diego was the host to the NFL's Super Bowl. Super Bowl XXXVII, held in 2003, had an economic impact of more than \$367 million to the San Diego economy. San Diego looks forward to hosting the U.S. Open at Torrey Pines Golf Course in 2008.

### Transportation

Underlying all components of the San Diego economy is a modern and well-maintained transportation system. This complex system of freeways and surface streets makes it possible to go from one end of the City to the other in less than 30 minutes. Passage in and out of the region is provided by four major interstate freeways and six state highways. In addition, State Route 56 (SR 56), a transportation improvement project undertaken by the Engineering and Capital Projects Department, improves mobility for residents and provides an additional safe corridor for east-west traffic. SR 56 is the only east-west freeway in the 25-mile gap between SR 78 and SR 52 in North San Diego County. SR 56 was completed in July 2004. San Diego is served by the San Diego International Airport at Lindbergh Field, a major commercial airport that served more than 15.2 million passengers in 2003.



Besides its system of freeways and surface streets, the City, in cooperation with the San Diego Metropolitan Transit Development Board (MTDB), has established a light-rail system that connects San Diego's downtown with outlying communities in the eastern and southern portions of the county. MTDB is currently in the process of extending the Mission Valley East Light Rail Transit. Trolley riders will soon be able to travel along a 5.9-mile corridor between the Mission San Diego Station in Mission Valley (just east of QUALCOMM Stadium) to a junction located at Baltimore Drive in La Mesa. In addition to completing a loop of trolley lines around greater San Diego, the Mission Valley East extension will offer four new, conveniently located stops, including an underground station at San Diego State University, an elevated station at Grantville and ground-level stations at Alvarado Hospital Medical Center and 70th Street. Mission Valley East is slated for completion in 2005.

A 43-mile Coaster Commuter rail line from Oceanside to downtown San Diego came into service in 1995. This line links communities along the coast from Oceanside to Del Mar with downtown San Diego and is operated by the North County Transit District. The City's high quality of life, educational opportunities, and diversified economy will enable San Diego to continue in its role as a regional and national leader into the 21<sup>st</sup> Century.

# San Diego at a Glance

## Basic Data

### Final Fiscal Year 2004

<b>General*</b>	
Population (projected as of January 1, 2005)	1,314,600
Median Age (2000 SANDAG)	32.5
Housing Units (2004 Estimates)	489,005
Median Household Income (2004 Estimates)	\$56,438
Ethnicity-Persons (2000 SANDAG)	
Total	100%
Hispanic	27%
Non-Hispanic	73%
White	47%
African American	7%
Asian/Other	19%
Area of City (square miles, as of 2000)	342.50
Land Use: (as of September 2000)	
Residential	27%
Public/Semi-Public	32%
Commercial/Industrial	9%
Agricultural	10%
Vacant	22%
Miles of Streets and Alleys	2,985
Miles of Sidewalks	5,000
Number of Recreation Centers	51
Number of Major Staffed Facilities (2003)	68
Gross Acres in Park and Recreational Sites Maintained by Park and Recreation Department (excluding water acres)	38,290
Number of Libraries	35
Library Books and Audio-Visual Materials	3,453,172
Tons of Refuse Collected	383,918
Tons of Refuse Disposed	1,455,135
<b>Public Safety</b>	
Fire Equipment:	
Number of Fire Stations	44
Pumpers	62
Aerial Ladder and Elevated Platform Trucks	19

\* Through June 30, 2004, unless otherwise noted.

# San Diego at a Glance

## Basic Data

### Final Fiscal Year 2004

#### Public Safety (Cont.)

Fire Equipment:	
Crash Rescue (Airport)	4
Rigs	11
Water Tenders	2
Auxiliary Vehicles	17
Fire Hydrants	22,704
Lifeguard Equipment:	
4-wheel Drive Vehicles	25
Surf Rescue Patrol Vessels	7
Fire Boats	3
Inflatable Rescue Boats	5
Personal Watercraft for Rescue and Patrol	5
Suburbans	4
All Terrain Vehicle	6
Police Equipment:	
Police Vehicles**	1,421
Motorcycles and Scooters	150
Horses	10
Dogs	55
Aircraft	6
Police Stations	10
Signalized Intersections Transportation	1,500

#### Water Department and Metropolitan Wastewater\*

Miles of Water Mains	3,317
Number of Meters in Service	270,022
Total City Water Consumption, including South Bay Area (Millions of Gallons)	76,383
Number of Impounding Dams and Reservoirs	9
Number of Water Treatment Plants	3
Miles of Municipal Sewer Mains	2,894
Millions of Gallons of Sewage Treated Per Day	180

\* Through June 30, 2004, unless otherwise noted.

\*\* Includes Electric Vehicles

# San Diego at a Glance

## State and Local Legislative Highlights

### Initiative and Referendum Impact on the Budget Process

In addition to electing State and local representatives, Californians also have the opportunity to vote and participate in the law making process through the Initiative and Referendum process. Issues may find their way onto the ballot either due to legislative action or to the successful gathering of signatures.

The initiative process, the attempt to create laws, allows voters to bypass State or local legislators and have an issue of concern put directly on the ballot for voter approval or rejection. For local ballot measures, an initiative petition must be filed with the City Clerk and must contain the signatures of at least three percent of the voters. The Mayor and City Council must approve or reject the legislative act within ten business days. The Mayor and City Council may submit the matter to the voters but it is not required to do so. For petitions with ten percent or more signatures, the Mayor and City Council must follow the same procedures as with the three percent petition, however, if the proposed legislative act is rejected, then the City Council has ten business days to call a special election at which time the legislative act, without alteration, shall be submitted to the people.

Initiatives to be placed on the ballot at the State level for statute revisions require signatures equal to five percent of the total votes cast for Governor in the preceding gubernatorial election. A State constitutional amendment requires signatures equal to eight percent of the Governor's total vote in the preceding gubernatorial election. Once the requisite number of signatures has been collected they need to be submitted to the County Registrar of Voters. If the Attorney General determines that the measure requires a fiscal analysis, the Department of Finance and the Joint Legislative Budget Committee are asked to prepare an analysis within 25 working days from the date they receive the final version of the proposed initiative.

If any State or local legislative body has enacted a statute on which there is strong disagreement, opponents of the legislation may carry out a protest referendum in an attempt to nullify the legislation. Any legislative act, except acts making the annual tax levy, making the annual appropriations, calling or relating to elections, or relating to emergency measures, shall be subject to the referendum process. Before a referendary petition may be submitted at the local level, signatures of five percent of the voters must be collected. If the Mayor and City Council either refuses to repeal the act or fails to act within ten business days the matter must be placed before the voters at a special election or any other scheduled Citywide election held within the following eleven months. At the State level, the signature requirements and procedures are the same for a referendum as for an initiative statute.

Legislative amendments to laws initially passed as ballot measures as well as amendments to the State Constitution or the City Charter are automatically placed on the ballot without any need to collect signatures. Amending the City Charter or State Constitution is a right reserved exclusively for the electorate. In order for a Charter amendment initiative petition to qualify for submittal to the voters, it must be signed by 15 percent of the total number of registered voters of the City of San Diego. If the petition is found to be sufficient, it is presented to the Mayor and City Council.

# San Diego at a Glance

## State and Local Legislative Highlights

The impact of initiatives on the budget process over the past few decades has been substantial. Landmark measures such as Proposition 13 and Proposition 218 have changed the way local governments do business. Because of the way initiatives interact with other existing State and local laws, in recent years they have been called upon with increasingly greater frequency to act as a tool in molding the overall budget process. The following is a summary of significant State and local initiatives that guide the budget process. Ballot measures at the State level are identified by number (e.g. Proposition 13) whereas local ballot measures are referred to by letter (e.g. Proposition C).

### Initiatives Early 1900s to 1970s

#### The People's Ordinance of 1919

Passed by voters in 1919 and amended in 1981, The People's Ordinance No. 7691, Municipal Code section 66.0123, stipulates that residential refuse shall be collected, transported and disposed of by the City at least once each week and there shall be no City fee imposed or charged for this service by City forces.

#### City Charter Amendment of 1931

Passed by voters in 1931, a Manager-Council form of government was created. A seven-member Council (later amended to nine members) was created; comprised of six Councilmembers and a Mayor. The Council was nominated by district but elected Citywide. The Mayor chairs meetings of the Council, but has no veto power. The Council selects a City Manager who is responsible for the administration of most City departments.

### Initiatives in the 1970s

#### Proposition 13

Passed by voters in 1979, Proposition 13 places a substantial limitation on the ability of local governments to collect sufficient property taxes commensurate with the historical role this revenue source has played in funding both municipal operations and new public facilities. Proposition 13 specifies that an assessed value may increase at the rate of the Consumer Price Index (CPI), not to exceed 2 percent per year based on the 1979 value, unless the property is improved or sold to establish new market value.

#### Proposition 4

Passed by voters in 1979, Proposition 4 (known as the Gann Limit) stipulates that the City must compute an annual appropriations limit which places a ceiling on the total amount of tax revenues the City can appropriate each fiscal year. The limit is adjusted each year using the following factors: (1) the percentage change in California per capita income or the change in the City's assessed valuation due to new nonresidential construction, whichever is greater and (2) the percentage change in the City population or the annual percentage change in County population, whichever is greater. The City's tax appropriation limit for Fiscal Year 2004 is \$807,466,834. The City is estimated to be under its tax appropriations limit by approximately \$243 million.





# San Diego at a Glance

## State and Local Legislative Highlights

### Initiatives in the 1980s

#### **Proposition A**

Passed by voters in 1987, Proposition A (known as the San Diego Transportation Improvement Act, “TransNet”) stipulates that a half-cent of the 7.5-cent sales tax on each dollar of a purchase goes to countywide transportation and service improvements. The transportation tax was approved by 53 percent of San Diego County voters in 1987 and expires in 2008. The ordinance regulating Proposition A includes a Maintenance of Effort Provision (MOE) to guarantee that the City spends a minimum of \$15.8 million of discretionary funds on the maintenance and improvement of the public right-of-way in addition to TransNet funds.

#### **Proposition 99**

Passed by voters in 1988, Proposition 99 (known as the Tobacco Tax and Health Protection Act) imposed an additional tax upon cigarette distributors of one and one-fourth cents (1¼ cents) for each cigarette distributed. This proposition also exempted the revenues from the State Appropriations Limit, and earmarked the spending of these new revenues for certain health treatment, resources, and educational programs.

#### **Proposition C**

Passed by voters in 1988, Proposition C enacted a countywide advisory measure that encourages cooperation in regional planning. In its aftermath, the San Diego Association of Governments (SANDAG), with 18 cities and the county as members, drafts and approves a regional plan that deals with countywide economic and environmental issues ranging from housing to open space protection.

### Initiatives in the 1990s

#### **Proposition 111**

Passed by voters in June of 1990, Proposition 111 enacted a Statewide traffic congestion relief program and changed the procedures for calculating the Gann Limit by updating the spending limit on State and local government to better reflect the needs of a growing California population. It provided new revenues to be used to reduce traffic congestion by building State highways, local streets and roads, and public mass transit facilities.

#### **Proposition 8**

Passed by voters in 1990, Proposition 8 allows a property owner to file an assessment appeal when the market value of the property is less than the current assessed value. If the appeal is successful, the assessed valuation is lowered to reflect current market conditions. Proposition 8 also provides that the value of reassessed properties may be increased to previous levels when market values increase.

#### **Proposition 172**

Passed by voters in 1993, Proposition 172 enacted a half-cent sales tax increase. Monies derived from this tax must be utilized solely for public safety services. Revenue is distributed to cities and counties for purposes such as police, sheriffs, fire, district attorneys and corrections.

# San Diego at a Glance

## State and Local Legislative Highlights

### **Proposition 218**

Passed by voters in 1996, Proposition 218 can be considered the fourth component of Proposition 13 in that it extended the two-thirds majority vote requirement for any new user fees or new taxes to be levied at the local level. Assessments, fees, and charges must be submitted to property owners for approval or rejection, after notice and public hearing. It also had the effect of reducing the bond ratings of many California cities, including San Diego.

### **Proposition C**

Passed by voters in 1998, Proposition C authorized the adoption of an ordinance that directed the City to enter into agreements to develop an area of downtown, and to construct a multiple use ballpark "Ballpark Project". The ordinance authorized the City to execute a Memorandum of Understanding (MOU) concerning a Ballpark District, construction of a baseball park and a redevelopment project between the City, the Redevelopment Agency, the Centre City Development Corporation, and Padres L.P. Pursuant to the MOU, the City would provide an investment of not more than \$225 million towards the development of the Ballpark Project, and the City's investment would be provided based upon the financing of the City's choice. The ballpark opened in April of 2004.

## **Initiatives in 2000**

### **Proposition 12**

Passed by voters in 2000, Proposition 12 provides millions of dollars for local agencies and the State's park system over the next eight years.

### **Proposition 13**

Passed by voters in 2000, Proposition 13 authorizes a bond issue of \$1.97 billion to provide funds for safe drinking water, water quality, flood protection and water reliability programs.

### **Proposition 14**

Passed by voters in 2000, Proposition 14 (known as the California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act) provides \$350 million in grants to local agencies to construct new libraries or expand and/or renovate existing libraries.

### **Proposition 35**

Passed by voters in 2000, Proposition 35 amends the State constitution eliminating existing restrictions on State and local contracting with private entities for engineering and architectural services. Contracts are to be awarded by competitive selection.

### **Proposition 36**

Passed by voters in 2000, Proposition 36 allows first and second time non-violent, simple drug possession offenders the opportunity to receive substance abuse treatment instead of incarceration. Due to the large disparity between incarceration and treatment costs this initiative will save California taxpayers \$1.5 billion over a five-year time period.

# San Diego at a Glance

## State and Local Legislative Highlights

### Proposition 39

Passed by voters in 2000, Proposition 39 authorizes bonds for the repair, construction, or replacement of school facilities and classrooms, if approved by a 55 percent local vote. Proposition 39 creates the potential for longer-term State savings by having school districts assume greater responsibility for funding school facilities.

### Proposition C

Passed by voters in 2000, Proposition C amends the 30-foot height limitation for buildings located within the Coastal Zone for the purpose of fulfilling the design proposed for the International Gateway of the Americas Project. Proposition C only applies to approximately 66 acres of property located in San Ysidro.

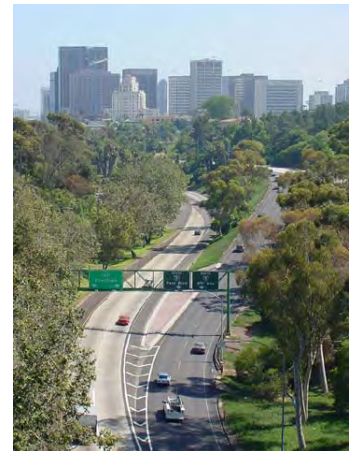
## Initiatives in 2002

### Proposition B

Passed by voters in 2002, Proposition B amends the charter of the City of San Diego by granting subpoena power to the San Diego Ethics Commission. Proposition B grants the Ethics Commission the power to require witnesses to testify under oath and to produce documents that are needed to investigate alleged violations.

### Proposition D

Passed by voters in 2002, Proposition D allows public agencies to participate in the City Employee's Retirement System, with the City Council's approval. It would also allow a public agency to contract directly with the board of Administration for the City Employees' Retirement System to have the Board administer the public agency's retirement benefits.



### Proposition E

This initiative asked the voters whether the City Charter should be amended to require that any increase in an existing general tax or imposition of any new general tax be levied by the Mayor and City Council only if the proposed levy has been approved by a two-thirds vote. Since Prop F was adopted (see below) the City has argued that the adoption of Prop E would have required a two-thirds vote. In July of 2004 a state appellate court declared that general tax increases in the City of San Diego do not require approval from two-thirds of voters, overturning a ballot measure passed in 2002.

### Proposition F

Passed by voters in 2002, Proposition F amends the Charter of the City of San Diego by adding section 226, super majority vote requirements. A super majority vote requirement requires approval of a measure by more than a simple majority of the voters. This requirement applies to any Charter amendments, ballot proposals, initiatives, statutes, laws or regulations.

## Initiatives in 2003

In 2003 there were no propositions.

# San Diego at a Glance

## San Diego: History in Brief

### San Diego: History in Brief

- 1000** The Tipai-Kumeyaay peoples reside in small groups, or tribelets, at the base of Presidio Hill in what is modern day Old Town San Diego.
- 1542** Juan Rodríguez Cabrillo sails into San Diego Bay on September 28. He names his discovery San Miguel.
- 1602** Sebastián Vizcaíno, on an expedition exploring California, arrives in San Miguel and renames it San Diego de Alcalá.
- 1769** Gaspar de Portolá and Father Junípero Serra arrive in San Diego. Serra blesses Presidio Hill as the site of Mission San Diego de Alcalá, California's first Spanish mission.
- 1822** Presidio families begin home-building process that establishes Old Town San Diego.
- 1846** Captain Samuel F. Dupont orders U.S. flag raised in San Diego.
- 1850** San Diego is incorporated as California's third city. The first City government consists of a Common Council with five members and a Mayor, City Marshal, City Attorney, City Clerk, City Assessor, and City Treasurer. All are elected to their positions. Other officials are appointed by the Common Council.
- 1852** The City is declared insolvent due to bankruptcy. Management oversight by a State-appointed Board of Trustees is instituted.
- 1867** Alonzo Horton arrives from San Francisco. He acquires 800 acres of land in an auction, acres which would later become Horton Plaza Place and New San Diego.
- 1870** San Diego becomes the first city west of the Mississippi to set aside land for an urban park. This 1440 acre tract becomes the site for City Park, now known as Balboa Park.
- 1872** The Board of Trustees increases to five members.
- 1880** City of San Diego population is 2,673.
- 1882** San Diego Telephone Company begins operation. The City's first public library opens.
- 1887** The voters of San Diego adopt a new Charter. This document replaces the Board of Trustees with a Mayor-Council form of government. Railroad rate war leads to a population boom (from 2,637 in 1880 to 40,000 in 1887). San Diego's Victorian Santa Fe Railroad Station opens downtown.
- 1889** A second Charter is adopted. The 1889 form of government is patterned on the Federal and State government examples with an executive branch and two houses of legislators. The San Diego



# San Diego at a Glance

## San Diego: History in Brief

Police Department is formed on May 9. Prior to the Department's formation, law enforcement duties were handled by a City Marshal's Office. The first Chief of Police is Joseph A. Coyne.

**1890** The end of the real estate boom leads to a decline in population, from 40,000 to 16,156 people.

**1899** Andrew Carnegie donates \$60,000 to build San Diego Public Library, the first of his libraries west of Mississippi. It opens in 1902 at Eighth Avenue and E Street.

**1900** City of San Diego population is 17,700.

**1901** Following a vote of the people, the City of San Diego enters into the municipal water supply business by purchasing the facilities of the San Diego Water Company.



**1909** The Charter is amended again. The nine-member Council is replaced by a five-member Commission. Each Commissioner is elected at large. In addition to being a legislator, each Commissioner is responsible for the administration of a City department.

**1910** City of San Diego population is 39,578.

**1913** Broadway Pier is constructed with a \$1.7 million bond issued by the City.

**1914** At midnight, December 31, President Woodrow Wilson presses a Western Union telegraph key in Washington, D.C. which turns on lights and touches off a display of fireworks to open the Panama-California Exposition in Balboa Park.

**1915** The members of the Common Council are no longer Commissioners. Instead, they appoint a Manager of Operations responsible for the administration of City departments. Following dissatisfaction with the 1915 form of government, a completely new Charter is scheduled to be written.

**1916** Dr. Harry Wegforth establishes the San Diego Zoo when animals imported for the 1915 Panama-California Exposition are quarantined and not allowed to leave.

**1919** United States Navy decides to make San Diego Bay home base for the Pacific Fleet.

**1920** City of San Diego population is 74,683.


**1923** City of East San Diego, which now encompasses Normal Heights, City Heights, and North Park, is consolidated into the City of San Diego.

**1925** Mission Beach Amusement Center, now Belmont Park, opens. The Giant Dipper roller coaster is a popular attraction.

**1928** Lindbergh Field, San Diego's municipal airport, is dedicated.

# San Diego at a Glance

## San Diego: History in Brief

- 1929** A committee of prominent citizens, called the Board of Freeholders, is elected. The committee prepares a Charter which is turned down by the voters later that year. A new Board of Freeholders is elected in 1930. Their proposed Charter is adopted by the voters in 1931.
- 1930** City of San Diego population is 147,897.
- 1931** The 1931 Charter, with modifications, is still in effect today. Under the original 1931 Charter, a Manager-Council form of government was created. A seven-member City Council (now nine members) was created. The Council was comprised of six Councilmembers and a Mayor. The City Council was nominated by district but elected Citywide. The Mayor chairs meetings of the City Council, but has no veto power. The City Council selects a City Manager who is responsible for the administration of most City departments.
- 1935** California-Pacific International Exposition opens in Balboa Park. Exhibit buildings, including the Old Globe Theater, the Palace of Fine Arts, and the Palace of Electricity and Varied Industries, represent the federal government, California State departments, commercial and industrial products, and varied museum collections and interests. Approximately 4,784,811 people attended the Fair in 1935. Millions more viewed the events and exhibits of the Exposition before it closed on September 9, 1936.
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- 1936** Bill Lane brings his Hollywood Stars baseball team to play in San Diego as the Pacific Coast League Padres. Lane field, at the corner of Broadway and Harbor Drive, is the home of the Padres from 1936-1957. 1957 Construction of the Del Mar Fairgrounds begins as a Work Progress Authority project.
- 1939** Naval Air Station, Miramar is developed on the site of Camp Kearny.
- 1940** City of San Diego population is 203,341.
- 1942** Navy acquires Rancho Santa Margarita for Camp Pendleton Marine base on 126,000 acres north of Oceanside.
- 1944** The San Diego County Water Authority (CWA) is formed, and the City becomes a member agency of the Metropolitan Water District (MWD). CWA's first task is to complete a pipeline connecting the county with MWD's water supply system.
- 1945** San Diego voters approve \$2 million bond issue to begin development of Mission Bay Recreational Area. The Park currently consists of 4,600 acres, approximately half land and half water. There are 27 miles of shoreline, 19 of which are sandy beaches.
- 1946** Voters approve \$2 million water bond issue as the City of San Diego assumes responsibility to finance completion of the San Diego Aqueduct.

# San Diego at a Glance


## San Diego: History in Brief

- 1950** San Diego's population reaches 334,387.
- 1954** San Diego's new Public Library opens.
- 1957** Minor League Padres begin playing at Westgate Park in Mission Valley. First USAF Atlas A missile, built in San Diego by Convair, is successfully test-fired.
- 1958** Interstate Highway 8 opens, following ancient Indian trails through Mission Valley. Marilyn Monroe films "Some Like It Hot" at the Hotel Del Coronado.
- 1960** City of San Diego population is 573,224. San Diego County population is in excess of one million people.
- 1961** American Football League Chargers open first season at Balboa Stadium.
- 1962** San Diego Port District is formed by an act of the California legislature in order to manage San Diego Harbor, operate Lindbergh Field, and administer the public lands along San Diego Bay.
- 1963** Voters approve an increase in the number of Council districts from six to eight.
- 1964** City Administration Building opens downtown at Community Concourse. Sea World opens in Mission Bay Park.
- 1967** San Diego's first comprehensive General Plan is approved, providing a strategy to respond to public concerns over growth, housing density and development patterns, environmental protection, commercial and industrial development, future streets, transit lines, and freeways. \$27 million San Diego Stadium opens in Mission Valley as home to the San Diego Chargers and the San Diego State University Aztecs football teams.
- 1968** The minor-league San Diego Padres become a Major League Baseball team and play their first game in the new San Diego Stadium.
- 1969** San Diego–Coronado Bay Bridge opens, replacing ferry service across San Diego Bay.
- 1970** San Diego becomes California's second-largest city, with a population of 697,471.
- 1974** The jobs of Mayor and City Councilmembers become full-time.
- 1975** City Council adopts a growth management plan structured around the timing and location of development and a mechanism for shifting the public costs of building and installing public services to the developers. Mayor Pete Wilson launches plans for a dramatic redevelopment of downtown San Diego, prompting the City Council to create the Centre City Development Corporation, the City's downtown renewal arm.
- 1978** Arson fire destroys Old Globe Theatre.



# San Diego at a Glance

## San Diego: History in Brief

- 1979** State passage of Proposition 13 places a substantial burden on the ability of local governments to collect sufficient property taxes commensurate with the historical role this revenue source has played in funding both municipal operations and new public facilities. Proposition 13 specifies that an assessed value may increase at the rate of the Consumer Price Index, not to exceed 2% per year based on the 1979 value, unless the property is improved or sold to establish a new market value.
- 1980** City of San Diego population is 852,000.
- 1982** Pete Wilson elected to U.S. Senate, becoming the first U.S. Senator from San Diego. After a massive fund-raising drive to rebuild it after it was destroyed by a 1978 arson fire, a new, three-theater Old Globe complex opens in Balboa Park. 1984 San Diego Trolley opens with first light-rail line to Mexico border. San Diego Padres win National League Pennant. First World Series games are played in Jack Murphy Stadium.
- 1985** Horton Plaza shopping center opens as \$140 million cornerstone of downtown redevelopment.
- 1986** Maureen O. Connor is elected as San Diego's first woman Mayor. Tom Cruise highlights naval aviation in San Diego in the movie "Top Gun."
- 1987** San Diego voters approve the San Diego Transportation Improvement Program (TransNet) that allows for a half-cent increase in the local sales tax. Funds generated are used to perform citywide transportation improvements.
- 1988** San Diego voters approve a change in the system by which City Councilmembers are elected. Now both nominations and elections for City Council are by district. Only the Mayor and City Attorney are elected Citywide. First Super Bowl in San Diego is played in Jack Murphy Stadium.
- 1989** San Diego Convention Center opens on Harbor Drive with 250,000 square feet of exhibit space, a 40,000 square foot ballroom and a 90,000 square foot special events area. It is recognized as one of the top three convention centers in the world. First San Diego River Improvement Project completed on reclaimed Mission Valley river banks.
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- A photograph of the San Diego Convention Center, a large, modern building with a distinctive white, angular facade and a prominent central tower. The building is situated on a hillside, and a wide road is visible in the foreground. The sky is clear and blue.
- 1990** City of San Diego population is 1,110,549.
- 1990** The City embarks upon upgrades to its storm drains funded by fees that are collected as part of all water and sewer utility bills.
- 1991** Senate Bill 2557 authorizes counties to charge cities for Property Tax Administration.
- 1992** State enacts permanent 50% reduction of City's non-parking fine, forfeiture and penalty revenue.



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State enacts permanent 9% annual reduction of City Property Tax revenue. State confiscates City Traffic School Fees and reduces funding for library operations. State enacts five-year annual diversion of 47% of City cigarette tax revenue.

**1994** Transient Occupancy Tax is increased by one and one-half cents to ten and one-half cents. The equivalent of five and one-half cents of the ten and one-half cents TOT collected is allocated directly to the General Fund for general government related purposes. An amount equivalent to five cents TOT is allocated for various special promotional programs as designated by City Council policy. State enacts additional permanent property tax shift based on City's proportionate share of the 1993-94 value of Assembly Bill 8 "State assistance payments." State further clarifies guidelines for City property tax shift to schools.

**1995** Plans for the expansion of San Diego Jack Murphy Stadium are announced, costing \$78 million with the following taking place: 10,500 seats added bringing the total seating capacity to 71,500; 34 suites added for a total of 113; Club Level seating added with 4 lounges; upgraded food service; two new video screens; and a practice facility for the Chargers.



**1996** San Diego hosts the Republican National Convention, the first national political convention in San Diego history.

**1997** A consolidated plan for affordable housing development is incorporated into the General Plan document. Tyrannosaurus Rex rampages through San Diego's Gaslamp Quarter in Steven Spielberg's "Jurassic Park: The Lost World."

**1998** The Multiple Species Conservation Program is implemented providing for a 52,000 acre preserve through public land acquisition, dedication of existing public open spaces, mitigation, and development regulations to manage and monitor the biological resources of San Diego.

Mayor Susan Golding establishes the "6 to 6" Extended School Day Program which is implemented at 31 elementary school sites in an effort to open community schools before and after regular school hours providing a safe environment for children during the hours that most parents work.

Assembly Bill 233 returns vehicle code violations (fines) to City to 100% (from 50%).

Voters approve convention center expansion project which added another 832,000 square feet to the facility including 276,363 square feet of additional exhibit space.

Voters authorize the City to approve a Memorandum of Understanding between the City, the Redevelopment Agency, the Centre City Development Corporation, and the Padres L.P. to build a ballpark and redevelopment project within the East Village neighborhood of downtown San Diego. The project includes a state-of-the art, open-air, natural grass, multiple-use ballpark, with approximately 42,000 fixed seats, standing room locations for up to 1,500 people, and picnic and

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lawn seating areas in an outfield park for approximately 2,500 people; 150,000 square feet of retail, 600,000 square feet of office space and 850 hotel rooms. The project will be located south of J Street, west of Tenth Avenue, east of Seventh Avenue, and north of Harbor Drive.

- 2000** A new vision and path for the City of San Diego is established when Mayor Dick Murphy and four City Councilmembers are newly elected into office. After the November 2000 election two incumbent City Council vacancies occurred in District 6 and District 8.

Governor Gray Davis announces a reduction in the State sales tax rate by one-quarter percent. This action reduces the sales tax from 7.25 to 7.00 percent and marks only the fourth time in California State history that this action has been taken. According to a 1991 law, the State Revenue and Taxation Code automatically institutes a one-quarter percent reduction in the sales tax when the State ends two consecutive fiscal years with reserves greater than four percent of general fund revenues.

- 2001** A special election is held for District 8 on February 27, 2001. Councilmember Ralph Inzunza is elected into office for District 8. A special election is held for District 6 on June 5, 2001. Councilmember Donna Frye is elected into office for District 6.

- 2002** The San Diego City Council declares a “Housing state of Emergency” for the City of San Diego. The City Council passed the City’s first-ever inclusionary housing policy. The policy is designed to encourage developers to set aside a portion of the units they construct for low-and moderate-income households. The inclusionary housing plan also requires developers to build 10 percent of their dwellings as affordable.

The first Library of the 21st century for the City of San Diego was opened in Mission Valley. The new \$7 million, 19,760-square-foot library located in Fenton Marketplace consists of a large community room, two seminar rooms, a computer lab, reading areas, and a children’s library.

Forbes magazine names San Diego the best place in America for business and careers. San Diego was ranked first in the number of technology business clusters. It was also among the top 20 metropolitan areas for five-year job growth, five-year high-tech gross domestic product growth, and job momentum.

The Reason Public Policy Institute recognized San Diego as the most efficiently run city in California. The institute made the findings based on its California Competitive Cities Report that evaluates how efficiently the State’s 10 largest cities delivered services in 10 categories (building maintenance, emergency medical services, fire protection, fleet management, libraries, parks and recreation, police services, solid waste services, street repair, and water services) from 1993 through 1999.

After a nationwide search, the City of San Diego named Jeff Bowman Chief of San Diego Fire-Rescue in May 2002.



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In the general municipal election on November 5, 2002, Michael Zucchet and Charles Lewis were elected into office for Districts Two and Four, respectively.

On July 23, 2002, the 15 members of the Citizens. Task Force on Charger's Issues, chosen from a pool of citizens nominated by the Councilmembers, were selected and confirmed by the Mayor and City Council. The Citizens. Task Force goal was to report to the Mayor and City Council regarding the impact of the Chargers and the NFL on life in San Diego and what, if anything, should be done to keep the Chargers in San Diego.

**2003** On January 26, 2003 San Diego hosted Super Bowl XXXVII. A variety of special events were held in conjunction with the Super Bowl, including the NFL Experience and 5th Quarter in the Gaslamp District. Super Bowl XXXVII had an economic impact of \$367 million to the City of San Diego.

On August 4th, 2003, following a nation-wide recruitment process, William M. Lansdowne was sworn in as the new Chief of Police for San Diego.

On October 25, 2003, a fire began that would ultimately burn out of control causing the worst firestorm in State History. The Cedar Fire burned 28,676 acres, destroyed 335 structures and damaged another 71 structures in the City of San Diego.

**2004** On April 8, 2004, Petco Park opened, bringing professional baseball back to downtown.

On April 12, 2004, P. Lamont Ewell was sworn in as the new City Manager for the City of San Diego.