



JIM DESMOND
SUPERVISOR, FIFTH DISTRICT
SAN DIEGO COUNTY BOARD OF SUPERVISORS

COUNTY OF SAN DIEGO

2019 MAR -4 AM 10:51

CLERK OF THE BOARD
OF SUPERVISORS

AGENDA ITEM

DATE: March 12, 2019

09

TO: Board of Supervisors

SUBJECT: ESTABLISHING REVITALIZATION COMMITTEES IN FALLBROOK, VALLEY CENTER AND BORREGO SPRINGS (DISTRICT: 5)

OVERVIEW

Through five Revitalization Committees in unincorporated communities, Supervisor Dianne Jacob successfully brings County staff and services into each community and fosters collaboration among community leaders and the County to address community needs and issues. Fallbrook, Valley Center, and Borrego Springs are three unincorporated communities that could benefit from the establishment of Revitalization Committees.

Today's action, if approved, will authorize the Chief Administrative Officer to take the necessary steps to establish a Fallbrook Revitalization Committee, a Valley Center Revitalization Committee, and a Borrego Springs Revitalization Committee.

RECOMMENDATION(S)

SUPERVISOR JIM DESMOND

Authorize the Chief Administrative Officer to take the necessary steps to establish and activate Revitalization Committees for the unincorporated communities of Fallbrook, Valley Center, and Borrego Springs.

FISCAL IMPACT

There will be no change in net General Fund cost and no additional staff years.

BUSINESS IMPACT STATEMENT

N/A

ADVISORY BOARD STATEMENT

N/A

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BACKGROUND

On February 20, 1996, the Board of Supervisors activated a Community Revitalization Program for several unincorporated communities in San Diego County. Revitalization programs have demonstrated results through improved services and facilities as well as strengthened relationships between the County and unincorporated community residents and leaders.

These programs empower residents to resolve issues and revitalize communities through coordination of community resources, regular meetings, and direct connection to County staff and resources. Sub-committees meet regularly to determine specific goals in areas that are most important to the community. Committee members then work closely with County staff to achieve goals based on available public resources. The County Supervisor stays directly engaged by leading regular meetings to monitor progress in each community.

Currently, five Community Revitalization Committees are active in District Two: Ramona, Spring Valley, Lakeside, Alpine, and the Backcountry. The priorities and needs in each community are unique. Some examples of current efforts include organizing trash cleanup days, seeking grant funds to build a new teen center, road and sidewalk improvements, increased communication and collaboration with Sheriff and law enforcement resources, and the establishment of new parks and trails. Residents have organized and executed projects that address community needs and concerns by working together and with the County on shared goals.

Fallbrook, known as “The Friendly Village”, is home to over 30,000 residents located south of Riverside County and east of Camp Pendleton. Fallbrook’s rolling hills covered in avocado and citrus orchards surrounds a unique historical district within a busy and vibrant town. The Fallbrook community has become the focus of a current revitalization effort. Several energetic community leaders are already working on projects that are important to the community, such as making Main Street more pedestrian-friendly, providing services and solutions for local homeless, and seeking funding for a Library Plaza project that will provide an event space for the community. By establishing a revitalization committee in Fallbrook, the County can streamline coordination and communication to drive community efforts forward and achieve their goals.

In 1998, the Board of Supervisors activated a Valley Center Revitalization Advisory Committee to assess community concerns. On August 8, 2001, the committee was disbanded upon completing their assignment. Today’s action would re-establish a Revitalization Committee but under the prescribed format. Valley Center is home to over 9,000 residents and the luscious Hellhole Canyon Preserve which extends over 1,900 acres. The rural character of the community results from its unique topographic features, renowned estate residential development, and the prevalence of open space provided by agriculture. Valley Center exemplifies a community of potential and with new business development plans, residents seek to improve its roads and infrastructure as well as design public accommodations such as parks to enhance its community activities. A Revitalization Committee will be a useful format to build consensus and work cooperatively on projects with involvement of the entire community and the County.

Located in northeast San Diego County and surrounded by the Anza Borrego State Park, Borrego Springs is home to over 3,000 people. Borrego Springs hosts a diverse array of flora and fauna in its pristine deserts, making the area a popular destination for tourists and visitors. Borrego Springs

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is also designated as an International Dark Sky Settlement, meaning traffic signals are not found in the community, and its night-time lighting is kept to a minimum. Tourists and astronomers who wish to view a stunningly clear night sky should look no further than Borrego Springs. Borrego Springs represents both a growing and thriving community that seeks to further enhance the quality of life for its residents. However, in order to support the growth of Borrego Springs, proper measures must be taken to ensure a sustainable water source for the community as well as the necessary economic development for Borrego Springs to thrive. Establishing a revitalization committee in Borrego Springs is a good way to connect community efforts with County services to meet their needs and goals.

Today's action, if approved, will set the process in motion by authorizing the Chief Administrative Officer to take the necessary steps to establish Fallbrook, Valley Center, and Borrego Springs Revitalization Committees.

LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN

Today's proposed action to take the necessary steps to establish and activate a Revitalization Committee for the unincorporated communities of Fallbrook, Valley Center, and Borrego Springs supports the Sustainable Environments Initiative in the County of San Diego's 2019-2024 Strategic Plan by promoting opportunities for residents to engage in community life and civic activities.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'JIM DESMOND', with a stylized flourish extending to the right.

JIM DESMOND
Supervisor, Fifth District

ATTACHMENT(S)

N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

July 13, 2004, Establishing an Alpine Revitalization Committee for the unincorporated community of Alpine; October 20, 1998, Valley Center Revitalization Program
February 20, 1996, Activation of the Unincorporated Community Revitalization Program

BOARD POLICIES APPLICABLE:

A-74 Citizen Participation in County Boards, Commissions, and Committees
I-44 Procedure for Designing New County-owned Local Parks

BOARD POLICY STATEMENTS:

N/A

MANDATORY COMPLIANCE:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

N/A

ORIGINATING DEPARTMENT: District 5

OTHER CONCURRENCE(S): N/A

CONTACT PERSON(S):

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