

# City of Oceanside

## *Office of the City Manager*

### Memorandum

To: Honorable Mayor and City Councilmembers

From: Michael Gossman, Assistant City Manager

Through: Jonathan Borrego, City Manager

Date: April 24, 2025

Subject: **FY 2025-26 MEASURE X SPENDING PLAN FOR THE APRIL 30, 2025 BUDGET WORKSHOP**

The provisions of Ordinance 18-OR0334-1 enacting Measure X state that:

“It is the intent that the Measure X funds be used to improve infrastructure and the delivery of public safety services and the plan (the “Measure X Spending Plan”) shall reflect these priorities and include specific proposals for near term expenditures as well as a plan for expenditures throughout the seven (7) year term of the tax, and finance options for larger-scale projects that may require the pledge of Measure X revenues. After review and recommendation by the COC, the Measure X Spending Plan shall be presented to the City Council for its consideration and final decision, in its discretion, as part of the City’s annual budget process.” (34.6.16 B.)

The attached Spending Plan (Attachment 1) is based on the priorities outlined in Measure X to improve public safety and infrastructure. Staff assembled the draft Measure X Spending Plan with a focus on improved public safety services, including programs to address homelessness and infrastructure improvements focused on roads, public safety, and beachfront improvements. These priorities ranked highly in the initial survey and community feedback during last year’s Measure X renewal process. Each budget cycle, the City Council approves the subsequent year’s Measure X budget and is provided a preliminary spending plan for the remainder of the sales tax measure’s duration; this preliminary spending plan is informational only and is subject to change based on actual revenues and expenditures as well as changing Council priorities.

**Summary of Year 7 Spending Plan.** The City's Sales Tax Consultant, HdL Companies, has estimated Year 7 revenue of \$18,795,917 (net of State administrative fees). Year 7 begins with a negative carryforward balance of \$2,206,240, which reflects the planned use of fund balance and does not indicate a deficit. As a result, the total amount available for budgeting in Year 7 is \$16,589,677.

The attached Spending Plan (Plan) includes the following components:

Improved Public Safety Services including Addressing Homelessness	\$11,883,382
Improved Infrastructure: Street & Road Repairs/Improvements	4,000,000
Beaches/Beachfront/Pier/Parks	1,500,000

<b>TOTAL SPENDING PLAN FOR YEAR SEVEN</b>	<b>\$17,383,382</b>
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**Measure X Citizens Oversight Committee (COC):** The Measure X COC will be scheduled to meet and review the spending plan following the budget workshop. This approach is different than years' past in which the COC made its recommendations prior to the budget workshop.

**Proposed New Projects for Year 7 and Going Forward:**

**1. Teens Work - Library.** Teens Work is a paid internship program targeting high school students ages 14–17. The program provides mentorship and teaches essential job skills while supporting community programs. A proposed budget of \$45,000 will fund intern wages and supplies for the program, which helps students gain work experience and contributes to the development of the local community. The program, which began in FY 2020–21, continues to be funded through grants ending in June 2025. This funding will ensure the program's continuation and its positive impact on both participants and the community.

**2. Navigation Center Operations.** The Oceanside Navigation Center began operations in August 2023, providing a short-term 50-bed shelter focused on housing solutions for individuals experiencing homelessness. The Center aims to connect individuals to permanent housing options, with services complying with fair housing regulations. A proposed budget of \$1,250,000 will support the continued operation of the Navigation Center, enhancing its ability to serve the community by facilitating pathways to permanent housing, addressing homelessness, and improving overall community safety. This funding will contribute to the program's ongoing success and support the City's efforts to provide comprehensive solutions to homelessness. The City is currently conducting a Request for Proposals (RFP) for the continued operation of the Center beyond the current November 2025 expiration date of the current property use agreement with the San Diego Rescue Mission. The actual contract

amount may be lower depending on the outcome of that RFP process, the operator selected and their capacity to self-fund shelter operations.

**3. Hand Crew Program.** The Hand Crew Program is a new initiative by the Oceanside Fire Department, in partnership with Vista Fire, designed to proactively address wildfire risk through dedicated vegetation management. The hand crew will work to reduce hazardous fuels, create defensible space in high-risk areas, and enhance public safety. In addition, the program supports workforce development by offering entry-level positions in the fire service, with outreach focused on underserved communities. A one-time allocation of \$300,000 (\$164,000 for personnel and \$136,000 for M&O) would establish the pilot, with the goal of becoming cost-neutral within two years through mutual aid reimbursements and contracted work. Staff is actively pursuing additional funding through state and local grant opportunities. This is a one-year expenditure and does not continue past Year 7.

**4. Shoreline Restoration.** Shoreline Restoration is a new program established to address the ongoing impacts of coastal erosion and to strengthen the City's resilience to sea level rise. This program will support planning, design, permitting, and implementation of beach nourishment and other shoreline protection strategies. A proposed budget of \$500,000 will fund project development, pursuit of grant opportunities, and coordination with regional partners and regulatory agencies. The program aligns with the City's long-term coastal management goals and supports the preservation of recreational beaches, public access, and coastal infrastructure.

**Conclusion:** The proposed Measure X Spending Plan for FY 2025-26 fulfills the intent of Measure X to improve infrastructure and the delivery of public safety services. It includes programs and projects in all of the areas listed in the original ballot question and will provide an increased level of public safety services to the community, including police and fire, addresses homelessness, and funds paving, street improvements, public safety facilities, and beach, pier and park improvements.

#### Attachments

1. Measure X Spending Plan for Year 7 (FY 2025-26)

	YEAR	Proposed 7 FY 25-26	Proposed 8 FY 26-27	Proposed 9 FY 27-28	Proposed 10 FY 28-29	Proposed 11 FY 29-30	Proposed 12 FY 30-31	Proposed 13 FY 31-32	Proposed 14 FY 32-33	Proposed 15 FY 33-34	Proposed 16 FY 34-35	Proposed 17 FY 35-36
<b>REVENUES</b>												
1/2 Cent Sales Tax		\$18,960,917	\$19,340,135	\$19,726,938	\$20,121,477	\$20,523,906	\$20,934,384	\$21,353,072	\$21,780,134	\$22,215,736	\$22,660,051	\$19,261,043
<b>EXPENSES</b>												
<b>POLICE</b>												
Crime Suppression Team (Downtown/Homeless Related)*		500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	416,667
Community Service Officer Model Implementation		1,020,896	1,090,330	1,160,691	1,245,233	1,293,809	1,332,623	1,372,602	1,413,780	1,456,193	1,499,879	1,287,396
Police - Equipment and Studies to Increase Emergency Response Capability		650,000	650,000	650,000	650,000	650,000	650,000	650,000	650,000	650,000	650,000	541,667
<b>POLICE SUB TOTAL</b>		2,170,896	2,240,330	2,310,691	2,395,233	2,443,809	2,482,623	2,522,602	2,563,780	2,606,193	2,649,879	2,245,730
<b>Community Programs</b>												
Teens Works Program - Library		45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	37,500
Youth Programming/Gang Diversion		1,000,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000	916,667
<b>COMMUNITY PROGRAMS SUB TOTAL</b>		1,045,000	1,145,000	1,145,000	1,145,000	1,145,000	1,145,000	1,145,000	1,145,000	1,145,000	1,145,000	954,167
<b>HOMELESSNESS</b>												
Additional Homeless Outreach Team (HOT)*		508,663	511,825	527,792	552,221	565,084	584,862	605,332	626,519	648,447	671,143	578,860
Additional HOT Contract Social Worker*		157,715	157,715	157,715	157,715	157,715	157,715	157,715	157,715	157,715	157,715	131,429
Enhanced Homeless Diversion & Prevention & Hiring Programs*		600,000	600,000	600,000	600,000	600,000	600,000	600,000	600,000	600,000	600,000	500,000
Staff Dedicated to Homelessness Coordination (Hourly - Extra Help)		120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	100,000
Downtown Security Presence (Contract via MainStreet Oceanside)		1,366,108	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,400,000	1,166,667
Navigation Center Operations		1,250,000	1,250,000	1,250,000	1,287,500	1,326,125	1,365,909	1,406,886	1,449,093	1,492,565	1,537,342	1,319,552
Contract Sobering Services for Homeless/Hotel Voucher Program*		-	-	-	-	-	-	-	-	-	-	-
<b>HOMELESS SUB TOTAL</b>		4,002,486	4,039,540	4,055,507	4,117,436	4,168,924	4,228,486	4,289,933	4,353,326	4,418,727	4,486,200	3,796,508
*Denotes Homeless Related Expenditure												
<b>FIRE</b>												
Enhanced Emergency Service Delivery Model		2,850,000	2,949,750	3,052,991	3,159,846	3,270,441	3,368,554	3,469,610	3,573,699	3,680,910	3,791,337	3,254,231
EMT Retention Incentives		115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	95,833
Paramedic Squad		1,000,000	1,035,000	1,071,225	1,108,718	1,147,523	1,181,949	1,217,407	1,253,929	1,291,547	1,330,294	1,141,835
Health and Wellness Program		150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	125,000
Hand Crew Program		300,000										
Fire Equipment and studies to enhance emergency response		250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	208,333
<b>FIRE SUBTOTAL</b>		4,665,000	4,499,750	4,639,216	4,783,564	4,932,964	5,065,502	5,202,018	5,342,628	5,487,457	5,636,631	4,825,233
<b>SUBTOTAL PUBLIC SAFETY/HOMELESS</b>		11,883,382	11,924,620	12,150,414	12,441,233	12,690,697	12,921,611	13,159,553	13,404,734	13,657,378	13,917,710	11,821,638
<b>INFRASTRUCTURE</b>												
<i>Infrastructure budget balances to roll fwd</i>												
	YEAR	Proposed 7	Proposed 8	Proposed 9	Proposed 10	Proposed 11	Proposed 12	Proposed 13	Proposed 14	Proposed 15	Proposed 16	Proposed 17
<b>Public Safety Capital Projects</b>												
New Fire Station #1 (\$17.1 million)												
Fire Training Tower & Drafting Pit & Asphalt (\$600K)												
Police HQ Relocation Study (\$149,825)												
Police HQ Relocation Design (\$2 million)												
Police Training Center & Firing Range			4,000,000	1,000,000								
<b>Streets &amp; Roads/Traffic/Storm Drains</b>												
Road Repairs/Slurry Seal		700,000	700,000	700,000	700,000	700,000	700,000	700,000	700,000	700,000	700,000	700,000
St Restoration/Asphalt Overlay		2,800,000	2,800,000	2,800,000	2,800,000	2,800,000	3,500,000	3,500,000	3,500,000	4,000,000	4,000,000	4,000,000
Traffic Calming Measures (including safe routes to school)		500,000	500,000	500,000	500,000	500,000	750,000	750,000	750,000	1,000,000	1,000,000	1,000,000
South Strand Rehabilitation (\$3.6 million)												
<b>Beaches/Beachfront/Pier/Parks</b>												
Beachfront Improvement Project Including Police Substation, State grant obtained in lieu of Measure X funding (\$2,555,158)		-										
Shoreline Restoration		500,000	550,000	605,000	665,500	732,050	805,255	885,781	974,359	1,071,794	1,178,974	1,296,871
Funding for Pier View Bridge Rehabilitation/Concrete Portion/Lifeguard HQ - Addl construction funds needed (\$40 M)		1,000,000		2,500,000	3,750,000	5,500,000	3,000,000					
El Corazon Park Site #1												
Buccaneer Beach Park Facilities Study/Project (\$2.86 million)		-										
<b>INFRASTRUCTURE SUBTOTAL</b>		5,500,000	8,550,000	8,105,000	8,415,500	10,232,050	8,755,255	5,835,781	5,924,359	6,771,794	6,878,974	6,996,871
<b>TOTAL</b>		\$ 17,383,382	\$ 20,474,620	\$ 20,255,414	\$ 20,856,733	\$ 22,922,747	\$ 21,676,866	\$ 18,995,333	\$ 19,329,093	\$ 20,429,172	\$ 20,796,684	\$ 18,818,509