PROPOSAL TO SERVE AS THE OFFICIAL COMMUNITY PARTNER WITH SAN DIEGO STATE UNIVERSITY FOR THE SAGE PROJECT

February 12, 2015

Submitted by:
Pedro Orso-Delgado, Acting City Manager
February 12, 2015

Jeff Fratt, C.P.M., Buyer III Lead
San Diego State University
Contract and Procurement Management Office
Administration Building, Room 116
5500 Campanile Drive
San Diego, CA 92182-1616

Dear Mr. Fratt,

On behalf of the City of Santee, it is with great pleasure and excitement that I submit this Proposal for a chance to serve as the official community partner for the SDSU Sage Project starting Fall 2015.

Santee is a thriving family-oriented community with a population of just under 56,000. We enjoy a small town atmosphere with a vision of being the city where people want to live, work and play. The City Council focuses on smart growth and development. Additionally, through the City’s Sustainability Project, Santee is committed to saving taxpayer money through improved energy and water conservation; responding to legislative mandates to reduce air emissions; and implementing best practices for the environment and our future by becoming more sustainable. Because of these efforts, Santee maintains a high quality of life for our residents and visitors, strong retail activity, successful recreation programs and community events, and safe neighborhoods with low crime rates.

On February 11, 2015 the Santee City Council approved the City’s participation in the Sage Project and authorized the City Manager to submit a Proposal in response to SDSU’s Request for Proposals. We understand that if selected as the official community partner, it is expected that we will appoint one lead person to provide .25 to .50 of time to serve as the liaison with the Sage Project Director. This person will be Kathy Valverde, Assistant to the City Manager. Kathy has been with the City of Santee for over 13 years, where she has worked on numerous projects and acted as the liaison with many outside organizations, including the San Diego County Sheriff’s Department and Department of Animal Services, CleanTECH San Diego, SDG&E, SANDAG, Padre Dam Municipal Water District, and several private contractors. I cannot think of a better liaison than Kathy for this project.

Additional staff have been identified to assist with the technical work for each project. They will dedicate a few hours each week during the semester that the students are
working on the projects. The names and titles of the staff members who will be assisting with each project are outlined in the Summary of Proposed Projects.

Potential funding sources have also been identified in the Summary of Proposed Projects. These include public facilities fees, park-in-lieu fees, traffic mitigation fees, developer contributions, potential grant funds and the City’s General Fund. If selected as the official partner, City staff will be required to bring each project with identified costs and funding sources to the Santee City Council for further review and approval prior to execution of each project.

We have identified a number projects with potential funding sources and we are continuing to seek other projects. So you can see we are very excited to take on this partnership with SDSU. We believe the Sage Project will give Santee an opportunity to kick off several projects that may otherwise be delayed due to limited staff time and competing priorities. In turn, we believe the partnership will provide a great opportunity to bring students and faculty into our community to learn more about our growing City, to engage in meaningful real-world projects, and to directly experience the positive impact that public service can have on a community and its residents.

We look forward to talking with you further about the opportunity to partner with SDSU faculty members and students to not only advance projects in Santee but to also assist in providing real-world opportunities for these up and coming workforce members through the Sage Project.

Respectfully submitted,

Pedro Orso-Delgado
Acting City Manager

For more information contact:

Primary Staff Liaison
Kathy Valverde
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Santee, CA 92071
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San Diego State University Sage Project

CITY OF Santee

SUMMARY OF PROPOSED PROJECTS

1. **Athletic Center Feasibility Study**

   **Summary**
   A 65,000 square foot field house style gymnasium and classrooms for recreation programs is planned for the site adjacent to the Cameron Family YMCA and Santee Aquatics Center at Town Center Community Park. Town Center Community Park sits on 55 acres, of which an area north of the YMCA has been reserved for the construction of a building that would serve multiple users. Among these users would be seniors and those enrolled in recreational programs. However, the reserved site is constrained in terms of size and would benefit from a comprehensive analysis of the area and surrounding conditions. The identification of alternative sites within the Town Center Specific Plan Area should be included in this study. Town Center is designed and planned to be a walkable, sustainable community based on smart growth principles, i.e. clustering density near a transit center.

   **Sustainability and Quality of Life Impacts**
   It is expected that any new facility would incorporate energy and water saving features that could serve as a demonstration piece for the community. Non-motorized forms of mobility should also be integrated in the site design. A new community center and gymnasium would allow the City to extend the reach of recreational programs into the community, including programs aimed at fixed-income seniors, as the City currently lacks a seniors’ center. An athletic center would make recreation services and facilities available to a greater diversity of households and income levels. Additionally, there are few recreation facilities where the public can escape high temperatures in the summer. While the Aquatics Center is open to those who can pay the entry fee, an athletic center and gymnasium would offer a lower-cost alternative.

   **Project Goals**
   Analyze the site constraints of building an athletic center at the Santee Aquatics Center property; examine alternative locations; and incorporate energy and water saving features, as well as non-motorized forms of mobility, in the site and building design to achieve target reductions in greenhouse gas emissions and energy use.

   **Other Issues, Problems or Concerns that Students May Address**
   Review demographic profiles, conduct needs analysis and identify potential programming of uses.
Designated Project Contact
Bill Maertz, Community Services Director

Other Staff Involved
Melanie Kush, Acting Director of Development Services/Planning Director
Sue Richardson, Recreation Services Manager

Funding Source
Public Facilities Fees

2. Feasibility Study for a New Civic Center Complex with Fire Station and City Hall

Summary
Santee City Hall is located at 10601 Magnolia Avenue which is geographically and functionally removed from Santee’s Town Center. Moreover, City Hall is not directly served by public transit. Civic uses are typically in locations that are accessible to all segments of the population, including those who do not own vehicles. The closest fire station within the City limits is on Cottonwood Avenue, in Town Center. This fire station, built in 1971, has reached a condition such that demolition and reconstruction is identified in the Capital Improvement Program. Relocation to take advantage of direct access from major streets is preferred to rebuilding on the existing property.

This project would include the preparation of a feasibility study and land-use analysis for a new civic center complex in the Town Center area, including site analysis for a new fire station to replace the existing one. The study would also include an analysis of a combined city hall complex with a fire station and an athletic center, or locate and develop each independently.

A 1992 Santee Civic Square Master Plan envisioned pedestrian-oriented mixed uses that would include a city hall complex (54,000 square feet) and other public facilities at the discretion of the City. As much as 24.5 acres was allocated to the construction of a Civic Center adjacent to the San Diego River. Since then, this area has been re-planned as part of the RiverView Corporate Office Park, but other undeveloped properties remain in Town Center that could be evaluated for a new civic center, with a fire station and offices for City administration.

Sustainability and Quality of Life Impacts
Santee Town Center is a 706-acre specific-plan area designed to be a walkable, sustainable community based on smart growth principals, i.e. clustering density near a transit center. A new civic center in Town Center would put municipal offices -- now located in the extreme northeast
part of the city -- closer to many Santee residents and reduce the length of vehicle trips. A new fire station at Town Center would improve response times for residents north of the San Diego River.

**Project Goals**

Produce a feasibility study for a new Santee Civic Center Complex with a new fire station and city hall. Include an analysis of alternatives for a fire station, in combination with the civic center complex as well as a stand-alone station located nearby.

**Other Issues, Problems or Concerns that Students May Address**

Review potential fire station land swap with the County of San Diego; ways to improve access to public services for all segments of the community; image of City Hall; land use integration and compatibility associated with proposed relocation sites; and identification of related public improvements, including way-finding signs.

**Designated Project Contact**

Melanie Kush, Acting Director of Development Services/Director of Planning

**Other Staff Involved**

Richard Mattick, Fire Chief
Richard Smith, Fire Division Chief
Scott Johnson, Principal Civil Engineer
John O’Donnell, Associate Planner
Tim McDermott, Finance Director

**Funding Source**

General Fund

### 3. Concept Design for Iconic Pedestrian Bridge

**Summary**

Santee Town Center is divided by the San Diego River, with a 55-acre community park and both existing and planned multiple-family residential development on the north side, and mixed use on the south side. A non-motorized bridge would unify the two sides and bring people into the park. This project would prepare a feasibility study and concept design for a pedestrian bridge across the San Diego River connecting Town Center Community Park on the north side of the river to the smart growth residential and commercial district on the south side of the river. The study would include siting and design analysis, and estimated cost to construct. The bridge should meld engineering, art and an appreciation for the natural setting of Santee’s coastal valley, in anticipation of becoming an iconic symbol of Santee’s Town Center.
Sustainability and Quality of Life Impacts
The bridge would allow residents at high and medium-density residential developments on either side of the river to access the park from the Trolley Square Shopping Center, where there is a multi-modal Metropolitan Transit Station. Easier access to mass transit and decreased vehicle use should result in lower greenhouse gas emissions. The bridge would also foster greater walkability/bikeability for hundreds of households living in newly constructed mid-rise apartments at Town Center, as well as residents of the 218-unit Riverwalk community on the north side of the river adjacent to the park.

Project Goals
Produce a feasibility study of design alternatives for a pedestrian bridge across the San Diego River at Town Center.

Other Issues, Problems or Concerns that Students May Address
Review physical constraints presented by the width of the river and the necessary bridge span; state and federal permits; effects on endangered species; wetland impacts; and required environmental mitigation and costs thereof.

Designated Project Contact
Scott Johnson, Principal Civil Engineer

Other Staff Involved
Bill Maertz, Community Services Director
Melanie Kush, Acting Director of Development Services
John Keane, Senior Civil Engineer
Minjie Mei, Principal Traffic Engineer

Funding Source
Park-in-Lieu Fees

4. Walkability Study - Citywide Sidewalk & Pedestrian Ramp Evaluation
Summary
Work with SANDAG and other regional groups to raise Santee’s profile and ranking as a walkable community. This would involve local planning and traffic engineering initiatives, community engagement, and public outreach to solicit and develop solutions to make Santee more pedestrian accessible. It would also involve public outreach to educate Santee residents about pedestrian and bike-oriented options. The study should also explore how a marketing and advocacy campaign could raise Santee’s profile as a pedestrian-oriented community. Measurable outcomes of this effort would be Santee attaining a higher walkability rating. A key component of the study is to review and compile an inventory of sidewalks and pedestrian ramps throughout the City with maps and photos. The inventory should identify the types and conditions of the sidewalks/ramps, determine ADA compliance and gaps in sidewalks/ramps. The inventory should be in tabular format as well as in GIS shape files. Provide a preliminary cost estimate for constructing missing sidewalks and pedestrian ramps, and prioritize a plan to fill the gaps.
Sustainability and Quality of Life Impacts
Walkability improvements such as filling in gaps in the City’s sidewalk and pedestrian ramp inventory will enhance accessibility for persons with disabilities and promote greater walkability and mobility throughout the community.

Project Goals
Develop a strategy to raise Santee’s walkability rating. Compile an inventory of sidewalks and pedestrian ramps and a “gaps analysis” showing areas needing improvement and calculate cost estimates for filling the gaps.

Designated Project Contact
Minjie Mei, Principal Traffic Engineer

Other Staff Involved
Jeff Morgan, Senior Traffic Engineer

Funding Source
To be identified / potential grant funds

5. Traffic Roundabout

Summary
Study the feasibility of and design a traffic roundabout to be located at the intersection of Woodside Avenue and the State Route 67 off-ramp in Santee. The project should produce a feasibility study that includes:

- Traffic Analysis – study if a roundabout can handle the existing and future traffic volumes, impact to traffic safety, and size of the roundabout (one lane or two lane).
- Geometric analysis – will the proposed roundabout fit with existing roadways.
- Right-of-way analysis – will the proposed roundabout fit in the existing right-of-way; prepare cost estimate if additional right-of-way is needed.
- Drainage analysis – address potential drainage issues.
- Preliminary design – the design shall include geometric designs of the proposed roundabout and cost estimates.
- Design report – the report shall document all design issues and how they are resolved.
Sustainability and Quality of Life Impacts
A roundabout allows more cars to pass through an intersection per hour than a four-way stop. Fewer vehicle stops will promote fuel efficiency and reduce greenhouse gas emissions. The use of a roundabout also avoids the installation of a signalized intersection which uses energy.

Project Goals
Produce a preliminary engineering design of a traffic roundabout at Woodside Avenue and the State Route 67 off-ramp.

Designated Project Contact
Minjie Mei, Principal Traffic Engineer

Other Staff Involved
Jeff Morgan, Senior Traffic Engineer

Funding Source
Traffic Mitigation Fees

6. Riverview Parkway Road Connection

Summary
Conduct a feasibility and concept study for the completion of a previously master-planned roadway and drainage improvement project on Riverview Parkway. The segment extends from Magnolia Avenue westward through Town Center to its intersection with Town Center Parkway. The Las Colinas drainage channel affects the roadway design. The feasibility and concept study would include a horizontal and vertical roadway analysis comparing prior design and right-of-way impacts anticipated with current and future development. This would also include the evaluation of current drainage systems and their conveyance under the proposed roadway.

Sustainability and Quality of Life Impacts
The proposed project connects the eastern side of Santee to Town Center with a pedestrian friendly corridor. It would promote walkable access between planned housing units, transit centers, commercial shopping centers, retail centers, entertainment facilities and employment opportunities. The drainage systems would propose water quality and capacity improvement features to meet current pollutant treatment and conveyance requirements from multiple agencies while incorporating natural landscaping and traditional drainage characteristics where achievable.
Project Goals
Produce a conceptual plan with alternatives to a previously approved master planned development for completing the road connection with a focus on the environmentally sensitive stream crossing.

Designated Project Contact
Carl Schmitz, Principal Civil Engineer

Other Staff Involved
Scott Johnson, Principal Civil Engineer
Steve Miller, Senior Civil Engineer
Toby Espinola, Senior Civil Engineer
Cecilia Tipton, Stormwater Program Manager

Funding Source
Developer Contribution Funds

7. San Diego River Water Quality Enhancement

Summary
Review the City’s inventory of undeveloped sites for opportunities to develop and implement water quality enhancement projects. Prioritize locations and determine feasibility. Study potential sites and stormwater treatment methods that would allow the City to participate in the alternative compliance option for City capital improvement projects and private development. These alternative compliance sites would allow for off-site compliance with stormwater regulations as outlined within the region’s Water Quality Permit, and regional guidance documents. Identify project types that will provide water quality enhancements by addressing the increasing development footprint within the City, which would otherwise result in hydromodication impacts (increased runoff volumes, scouring of river tributaries, increased pollutant loads, impacts to aquatic biological integrity, etc.). Identifying potential sites now, before vacant land becomes sparse, will allow the City to meet its water quality goals and allow for more orderly development. Urban runoff from new development would be treated more efficiently and effectively.

Sustainability and Quality of Life Impacts
Clean water is essential to life and continuing growth is inevitable. Allowing alternative (off-site) compliance to comply with water quality regulations will result in more holistic and sustainable approaches to addressing water quality while allowing for growth. Projects will provide “pocket parks” where people can enjoy open space, native habitats, and an opportunity for expanding existing trail systems and other recreational uses, such as bike and/or hiking trails, birding, fishing and kayaking. These features will enhance habitat, water quality, and quality of life for the community.

Project Goals
Produce a report identifying potential project locations; a methodology for site selection and prioritization; project options that would meet water quality objectives (i.e. stream bank
stabilization, wetland creation/restoration, detention/retention basins, invasive species removal/habitat restoration); and a methodology for selection.

Other Issues, Problems or Concerns that Students May Address
Review and ensure compatibility with plans in development within the region which include a Watershed Area Analysis, Water Quality Equivalency Methodology, and Water Quality Credit System. Identify required permitting processes and work with resource agencies to streamline permitting processes.

Designated Project Contact
Cecilia Tipton, Stormwater Project Manager

Other Staff Involved
Scott Johnson, Principal Civil Engineer

Funding Source
Seeking a Proposition One Water Grant

8. Gillespie Field Airport Land Use Compatibility Plan Review

Summary
Review, analyze and prepare a comparative report of the policies and implementation measures between the Gillespie Field Airport Land Use Compatibility Plan and the City’s General Plan, with recommendations on policies, goals and objectives that should be considered in the City’s General Plan.

Sustainability and Quality of Life Impacts
Such a study would allow the City to consider land uses compatible with the Gillespie Field airport operations. Property on the north side of the airport along Prospect Avenue in Santee is predominantly industrial, but interspersed with vestigial residential uses. Proper zoning may reduce conflicts between residential and industrial land uses.

Project Goals
Complete an airport land use compatibility study with recommendations for amending the City’s General Plan.
Other Issues, Problems or Concerns that Students May Address
Review potential land-use compatibility issues, public safety, and property rights.

Designated Project Contact
Melanie Kush, Acting Director of Development Services/Planning Director

Other Staff Involved
Richard Mattick, Fire Chief
Richard Smith, Division Chief
Scott Johnson, Principal Civil Engineer
John O’Donnell, Associate Planner

Funding Source
General Fund

9. Conceptual Aerotropolis Plan

Summary
The “Aerotropolis Plan” is a transportation planning study to analyze and develop recommendations for specific implementation measures to promote access and direct linkage of the Gillespie Field Airport major employment center and airway system with the industrial and commercial land uses within the City of Santee, City of El Cajon, and County unincorporated area that are adjacent to the airport. The Aerotropolis concept calls for the creation of a concentrated economic hub around the airport area, which is identified in the SANDAG TransNet Smart Growth Incentive Program as a Potential Special Use Center. The Gillespie Field Potential Special Use Center is an existing multi-modal employment hub served by the Gillespie Field LRT transit station. The City of Santee, City of El Cajon, and County of San Diego have partnered to support the potential Special Use Center to provide additional employment opportunities and identify multimodal improvements needed to connect the area in a comprehensive manner.

Sustainability and Quality of Life Impacts
The Aerotropolis and Special Use Center study area includes Gillespie Field Airport, existing and planned transit, and the potential to become a stronger mixed-use employment center and multimodal transportation hub, based on its land uses and potential employee base. Careful planning can expedite this development, advance the Caltrans California Aviation System Plan, and
develop a transit-oriented center as promoted by the regional Sustainable Communities Strategy. The proposed Gillespie Field Aerotropolis Vision Plan will leverage existing partnerships to actively support, integrate, expand, and diversify the study area's economic base including existing, emerging, and locally-owned businesses and entrepreneurs that generate quality jobs, investment and environmental sustainability.

**Project Goals**
Develop the Aerotropolis Vision Plan to address several local and regional problems in ways to support transportation planning goals and industrial business development. The Vision Plan would include: Business Rationale and Competitive Logic, Infrastructure and Facilities Design Guidelines, Gillespie Aerotropolis Business Plan Guidelines, and Gillespie Aerotropolis Implementation Plan Guidelines.

**Other Issues, Problems or Concerns that Students May Address**
Prepare an economic analysis, review business demographics, transportation systems, and conduct a land-use assessment.

**Designated Project Contact**
Melanie Kush, Acting Director of Development Services/Planning Director

**Other Staff Involved**
City of Santee: Carl Schmitz, Principal Civil Engineer; Minjie Mei, Principal Traffic Engineer; Jeff Morgan, Senior Traffic Engineer
City of El Cajon: Anthony Shute, Planning Manager
East County Economic Development Council: James Sly, Vice President.

Letters of support from partner organizations are included in Exhibit A

**Funding Source**
Seeking a Sustainable Transportation Planning Grant
General Fund

10. **Recruitment/Marketing Plan for Hotel**

**Summary**
Develop a recruitment strategy and marketing plan to secure a new hotel in Santee, which could serve the 360,000 annual visitors generated by the Sportsplex USA tournaments and events, and unmet demand in the community. Because there is an insufficient supply of hotel rooms locally, the Sportsplex must arrange for tournament accommodations with hotels in a 10-mile radius, which contributes to unnecessary vehicle trips and freeway congestion. It would include identifying the type and size of the hotel; isolating potential sites; researching hotel site requirements; developing a strategy to recruit a major hotel chain to Santee; and creating a marketing plan to showcase the Santee community’s attributes as a visitor destination.
Sustainability and Quality of Life Impacts
Development of a new hotel would address an unmet need for local accommodations to serve visitor demand generated by the Sportsplex and the Santee community, thereby reducing vehicle trips for hotel accommodations in outside communities. Because of the nature of tournament play and other scheduled events, this can mean multiple trips to the Sportsplex over several days. Locating a hotel facility in Santee’s downtown area will also give visitors easy access to the Santee Transit Center to utilize mass transit and the San Diego Trolley to access other parts of the region.

Project Goals
Produce a recruitment strategy and marketing plan to bring a new hotel to Santee and study what sites in the City are most suitable for this development.

Designated Project Contact
Pamela White, Senior Economic Development Coordinator

Other Staff Involved
City of Santee Development Services/Planning staff
Santee Sportsplex USA: Eddie Vandiver, General Manager
Santee Chamber of Commerce: John Olsen, CEO

Letters of support from partner organizations are included in Exhibit B

Funding Source
General Fund

11. Web Site Redesign

Summary
Review the City’s current website and develop ideas to improve readability, user friendliness, ease of locating information, as well as maintenance and update of information by staff. The website continues to provide Santee citizens with timely and useful information, however the technology used to create the website is now antiquated and technical support is no longer available. Additionally, the website is constrained by propriety agreements, which limits the City’s ability to make desired changes without added costs.

Sustainability and Quality of Life Impacts
An updated website that enhances online services would save on vehicle trips to City Hall, thereby reducing greenhouse gas emissions. Examples of trips that could be eliminated, by accomplishing these on-line, include paying parking tickets and other citations; applying for and paying for business licenses; obtaining City applications; and completing and submitting forms.

Project Goals
Complete review of the City’s website and subsequent proposal for a new design that will improve readability and navigation. The website should also be analyzed for expanded compliance with the Americans with Disabilities Act (i.e. voice activation for the visually impaired); self-hosting versus remote hosting; and integration of third party applications and relevance of current information.
12. **City Branding**

**Summary**
City staff has performed a preliminary review for a new, updated City brand. This project would build on existing efforts to discover a City brand that is enticing, honest and powerful. Create a focused snapshot of the community’s values, assets and priorities which can be articulated as the City’s value statement. The process would involve extensive community engagement, interviewing stakeholders and community representatives and coordinating a series of focus groups. The next step would be to evaluate and distill that information into an authentic “sense of place” and City brand for Santee.

**Sustainability and Quality of Life Impacts**
For the Santee community, this process will reinforce the community’s connection to Santee’s natural attributes and amenities. Initial City branding efforts identified the San Diego River, the public trail system, parks and natural habitat areas as key factors in determining Quality of Life for Santee residents. Identifying and formalizing those values through a City branding campaign will promote greater awareness of local natural resources and amenities, and encourage more environmentally responsible and sustainable practices.

**Project Goals**
Identify a brand that uniquely and authentically represents Santee -- and one which resonates with all sectors of the community. Design a City branding campaign based on empirical research and other campaigns that have been successful.
13. **Community Gateway Features**

**Summary**
Develop concept designs for unique gateway features, including enhanced signage and landscaping, that can serve to identify the main entryways into Santee. Also prepare a cost analysis to implement the program.

The Community Enhancement Element is one of nine elements that comprise the City of Santee General Plan, and address the interrelationships of citizens and the built environment in terms of scale, design, sense of community and well-being. The Element also identifies opportunities to enhance the character and livability of Santee and provides guidelines to achieve such aims. A key objective of this Element is the enhancement of City gateways through thematic monument signage utilizing a rustic river rock theme and landscaped backdrops.

**Sustainability and Quality of Life Impacts**
The Community Enhancement Element of the General Plan is concerned with the essential functions of livability and quality of life within the community. Community gateway features enhance community identity, provide a unified thematic design reflecting the City’s character, and reinforce a sense of place and quality of life for residents and visitors alike.

**Project Goals**
Produce design concepts for enhancing the appearance of entryways into the City, and develop thematic monument signage reflecting the community’s character and natural features. Design concepts should include application and relevancy of electronic messaging.

**Designated Project Contact**
Bill Maertz, Community Services Director

**Other Staff Involved:**
Melanie Kush, Acting Director of Development Services/Planning Director

**Funding Source**
General Fund
October 29, 2014

Honorable Randy Voepel
City of Santee
10601 Magnolia Avenue
Santee, CA 92071

Dear Mayor Voepel:

I am writing to confirm the East County Economic Development Council (East County EDC) as a Sub-Applicant to the City of Santee’s application to the California Department of Transportation (CalTRANS) for a California Department of Transportation (CalTRANS) Sustainable Transportation Planning (STP) grant in fiscal years FY2015-FY2016. This CBTP grant would be for a Gillespie Field Aerotropolis Vision Planning Study.

In accordance with the STP guidelines published by CalTRANS, the City of Santee would be the Lead Applicant in a collaborative effort that includes the City of El Cajon and the County of San Diego, in addition to the East County EDC. East County EDC has taken a leadership role in developing the Aerotropolis concept to maximize economic opportunities in the areas surrounding the airport and to align with the County’s on-airport plans. We think that the Aerotropolis will provide significant economic impact to the area immediately surrounding Gillespie Field—and ultimately become an economic driver for the entire San Diego region.

In 2013-2014, ECEDC was the recipient of a $50,000 grant from the San Diego Foundation that will leverage the partners’ capability to develop the Aerotropolis strategic roadmap, vet the concept throughout the East County community, and set the stage for investment and implementation. In 2013, East County EDC also received $40,000 from the U.S. Economic Development Administration (EDA) to further refine the Aerotropolis concept, with a focus on job generation in disadvantaged areas. East County EDC, under the auspices of its 501c3 Foundation has established an Aerotropolis Vision Fund to accept primarily private sector investment in developing and implementing the Aerotropolis Vision for the area surrounding Gillespie Field. This local funding will be used to provide the $32,500 in match for the proposed STP planning study.

We will leverage these funds to provide the Santee-led collaborative with the identification, evaluation, and prioritization of economic opportunities for the environs surrounding Gillespie Field, vet the economic strategy portion of the vision through community participation, and set the stage for investment and implementation of the Aerotropolis Vision.
We have already convened an Aerotropolis Steering Committee that includes Joe Craver, former CEO of the San Diego Regional Airport Authority and CEO of the Red Cross of San Diego; Reo Carr, Executive Editor of the San Diego Business Journal; William Fischbeck, Land Use Attorney; Dr. Cindy Miles, Chancellor, Grossmont-Cuyamaca Community College District; Jerry Hollingsworth, Resort Developer and Retired Member, Gillespie Field Development Council. This committee is spearheading the creation of a larger Advisory Council to guide the public participation process and the creation of an Aerotropolis Marketing and Communications Plan. They will be key in guiding private investment in the Aerotropolis.

As the President and CEO of East County EDC, I understand the importance of collaborating with our local jurisdictions to realize the potential of our regional assets. Again, I would like to reiterate my support of the City of Santee’s leadership role in developing the Aerotropolis for the area surrounding Gillespie Field.

Sincerely,

[Signature]

Jo Marie Diamond
President and CEO
East County Economic Development Council
October 29, 2014

Honorable Randy Voepel
City of Santee
10601 Magnolia Avenue
Santee, CA 92071

Dear Mayor Voepel,

On behalf of the City of El Cajon, I am pleased to extend our support for the City of Santee and its partners, in submitting a Sustainable Transportation Planning Grant Application for a potential Aerotropolis plan.

The City of El Cajon recently collaborated with the City of Santee and County of San Diego on defining the planning area around Gillespie Field Airport with a focus on the development of an advanced manufacturing and aviation-related industry cluster with multi-modal connections and facilities.

Gillespie Field Airport and the surrounding area are strategically positioned to be a future driver of economic development. However, further planning is needed to develop a coordinated transportation and land use planning framework that would provide additional employment opportunities and identify multi-modal improvements needed to connect the area in a comprehensive manner and provide equitable access to the labor base in the surrounding area.

The City of El Cajon understands the value of working together with our fellow jurisdictions, especially on realizing the potential of our regional assets. Again, I would like to reiterate my support of the City of Santee’s leadership role in applying for the Sustainable Transportation Planning Grant.

Sincerely,

Majed Al-Ghafr
Assistant City Manager
October 28, 2014

Honorable Randy Voepel
City of Santee
10601 Magnolia Avenue
Santee, CA 92071

Dear Mayor Vargas,

As Supervisor of the Second Supervisorial District in San Diego County, I would like to register my support for the City of Santee’s application for a California Department of Transportation Sustainable Transportation Planning (STP) grant for a Gillespie Field Aerotropolis Vision Planning Study. This study will be undertaken as a collaborative effort by the City of Santee, City of El Cajon and the East County Economic Development Council (ECEDC). The County will serve as an unfunded partner, providing technical support and expertise to ensure that the planning for the Aerotropolis surrounding Gillespie Field is coordinated with County Airports, that it does not conflict with the current and future plans for the airport and that it is consistent with the Gillespie Field Airport Land Use Compatibility Plan.

The County appreciates the importance of working in partnership with companion jurisdictions to realize the full potential of our regional transportation assets. The Aerotropolis Study will identify opportunities that are most likely to bring higher-paying jobs to San Diego’s East County and entice business investment in the area. By supporting this partnership, we join forces to leverage maximum value of Gillespie Field in developing a strategic roadmap for industrial and commercial areas surrounding the airport.

Sincerely,

DIANNE JACOB
Chairwoman

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February 11, 2015

Kathy Valverde
Assistant to the City Manager
City of Santee
10601 Magnolia Avenue
Santee, CA 92071

RE: LETTER OF SUPPORT FOR SDSU SAGE PROJECT WITH CITY OF SANTEE PROPOSED PROJECT #10 - RECRUITMENT/MARKETING PLAN FOR HOTEL

The City of Santee is submitting a proposal for participation in the San Diego State University (SDSU) Sage Project and has outlined several proposed projects, including developing a Hotel Recruitment and Marketing Plan for Santee (Proposal #10).

The Santee Chamber of Commerce has been designated as a partner and stakeholder in this project because the Chamber has been interested in securing a business class hotel for Santee for several years.

Both city and chamber officials have attended past conferences of the International Council of Shopping Centers and met with various hotel representatives. We’ve also been involved in marketing the City to prospective businesses. What we have lacked is a strategic plan for hotel recruitment and marketing, which this proposed project would provide.

As President/CEO of the Santee Chamber of Commerce, I can offer this project team my collaborative support for community information and feedback, guidance, and technical assistance in developing the Hotel Recruitment and Marketing Plan. The Santee Sportsplex USA has also been identified as a partner and stakeholder in this project, and the Chamber has a long history of collaborative marketing initiatives involving the Sportsplex. They are very active with the Chamber, and their General Manager sits on the Chamber’s Board of Directors, and served as 2014 Board Chairman.

Santee is in need of a hotel to address visitor demand from the Santee Sportsplex USA and unmet demand from the community. Our best chance of securing a quality business class hotel would be through a Hotel Recruitment and Marketing Plan.

Sincerely,

John Olsen
President/CEO
Santee Chamber
February 11, 2015

Kathy Valverde
Assistant to the City Manager
City of Santee
10601 Magnolia Avenue
Santee, CA 92071

RE: PROPOSED PROJECT #10 - RECRUITMENT/MARKETING PLAN FOR HOTEL
SAN DIEGO STATE UNIVERSITY SAGE PROJECT WITH CITY OF SANTEE

Sportsplex USA is the premier recreational sports facility serving the San Diego region, providing a venue for league games, tournaments, sports clinics and corporate events. Sportsplex USA in Santee opened in mid-2010 through a public-private partnership with the City of Santee, and now draws over 350,000 visitors annually to the Santee community. Despite this success, our greatest area of need is for a sufficient supply of local hotel rooms to support our visitor demand. Currently, we must outreach beyond a 10-mile radius to secure blocks of hotel rooms for major tournaments.

We are advised that the City of Santee is submitting a proposal for participation in the San Diego State University (SDSU) Sage Project and one of the proposed projects is a Hotel Recruitment and Marketing Plan for Santee (Proposal #10). Sportsplex USA of Santee is pleased to participate as a partner and stakeholder in this project and we would look forward to working with the City of Santee and the SAGE team on this endeavor.

Although Sportsplex USA is not in a position to provide any financial support, but we can offer our technical support and visitor attendance data for the Santee Sportsplex USA facility to assist with the development of a Hotel Recruitment and Marketing Plan for Santee. In 2005, the City of Santee secured an economic impact analysis which noted that this complex could generate $5.5 million annually in local expenditures, and create demand for 80 additional hotel rooms. This project would provide an excellent opportunity to update that earlier study using actual data. We would look forward to assisting in that process as well.

This would be a very worthwhile project for the City of Santee, and I will remain hopeful that this proposed plan will be selected as San Diego State University Sage Project.

Yours sincerely,

EDDIE VANDIVER
General Manager
Sportsplex USA of Santee