

WRITTEN COMMUNICATIONS  
Item 15 5/7/19

Tyshar Turner

**From:** Pablo Quilantan [REDACTED]  
**Sent:** Tuesday, May 07, 2019 3:30 PM  
**To:** Mike Diaz; Jill Galvez  
**Cc:** Steve C. Padilla  
**Subject:** No Budget Reductions to City Services in Favor of Police and Fire Staffing Increases

Warning:  
External  
Email

Dear Council Members Diaz and Galvez,

I am writing you to express my disapproval of any budget cuts to existing City services in order to fund more Police and Fire services. Your recommendation to City staff to seek budget reductions at this time is shortsighted and frankly dangerous to the welfare of the community. The budget reductions that staff will propose to you will be for City services that are already currently underfunded due to previous budget reductions. Your call for these reductions does not seem to have any basis other than political payback for labor unions who supported you in the previous election. There is no analysis or data that demonstrates that more Police and Fire services are required other than the same staffing per capita numbers presented by the Police and Fire unions.

The citizens approved measures A and P in order to give the City some financial relief. Frankly, these measures were nothing more than an undeserved bailout that rewarded years of poor land use decisions in the form of developer giveaways that led to the erosion of the City's revenue base. As such, Measure A tax revenues should sustain current Police and Fire department staffing levels. Any staffing enhancements to Police and Fire should be made within Measure A tax funding levels as intended. Furthermore, Measure P tax revenue allocations previously programmed for Police and Fire should be redirected to other purposes and be funded by Measure A tax revenues instead. Given the current financial outlook, the City is not in any position at this time to afford the staffing enhancements in Police and Fire and sustain them as you are advocating. A closer look indicates that the City lacks the staffing levels going forward to be able to maintain the infrastructure and capital improvements as funded by Measure P. Further reducing City maintenance staff in favor of more Police and Fire staffing does not make any sense and poses a threat to public safety.

Having worked as an analyst for the City from 1999 to 2017, I foresaw that tax increases as provided by Measures A and P would be necessary given the Council approved land use decisions that eroded the City's revenue base. As a result, the citizens of this community now pay one of the highest sales tax rates in the County due to the passage of these two tax measures. This is in addition to paying one of the highest ambulance transport rates in the County in order to fund the City's paramedic program. I urge you to keep the current level of

services and not make any budget reductions to fund additional Police and Fire services that the City cannot afford anyway. The City is in a precarious financial position. Further reductions to City services may send it into a financial spiral from which it may not recover. Reducing city services such as road maintenance, libraries, parks and recreation in favor of Police and Fire staffing may result in people leaving the City as they see their property values drop due to lack of maintenance to infrastructure/facilities and a reduction of other amenities. Citizens will leave if the City cannot afford to offer services other than Police and Fire. You need to consider this possibility (eventuality) before pursuing your current course of action.

Sincerely,

Pablo Quilantan

[REDACTED]

Chula Vista Ca. 91913

[REDACTED]

Sent from [Mail](#) for Windows 10

Written Communications  
Item 15 5/7/19

**Tyshar Turner**

**From:** Ed Valerio [REDACTED]  
**Sent:** Friday, April 26, 2019 4:21 PM  
**To:** Kelly Broughton  
**Cc:** Gary Halbert; Mary Salas; John McCann; Steve C. Padilla; Mike Diaz  
**Subject:** RE: Digital Monument Sign

**Warning:**  
**External**  
**Email**

Yes, not how I understood it. I was under the impression that finance would provide some numbers. But for a private citizen to hold a community meeting is a bit like putting a horse before the cart in my opinion. Very difficult to put a more formal proposal together without some city feedback to be completely honest; let alone roll out a public meeting. Location is critical here as I have no interest in proposing a sign anywhere near residents, but again, this requires city input. All other requested info, such as exhibits, can be easily developed and provided.

We think it's a good idea, generate some monies on city owned property that will likely never be used for anything else. But it's really a question for city leaders. Do we want to encourage business ideas such as this, or do we continue to go back to the taxpayer for more help.

Eduardo

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**From:** Kelly Broughton [mailto:kbroughton@chulavistaca.gov]  
**Sent:** Friday, April 26, 2019 3:17 PM  
**To:** Ed Valerio [REDACTED]  
**Cc:** Gary Halbert <GHalbert@chulavistaca.gov>; Mary Salas <MSalas@chulavistaca.gov>; John McCann <jmccann@chulavistaca.gov>; Steve C. Padilla <spadilla@chulavistaca.gov>; Mike Diaz <mdiaz@chulavistaca.gov>  
**Subject:** RE: Digital Monument Sign

Dear Mr. Valerio,

Nice to hear from you again. My notes reflected the outcome of our last meeting with the City Manager somewhat differently than yours.

We met last Oct 15<sup>th</sup> where you presented a proposed general business offer in the attached letter. You also presented us with the attached not to scale perspective of a digital sign, city property location maps, and your company profile in a power point.

My notes reflect that we discussed the Caltrans approval process and how the City could approve a new digital billboard and not legally jeopardize its citywide sign restrictions on off-premises advertising. At the conclusion of the meeting, we asked for a more formal proposal that had accurate sign location (supported by electrical infrastructure to power the sign) and exhibits (drawn to scale with view simulations from adjacent residential development) along with a specific financial deal proposal.

The City Manager also suggested that you hold a public outreach meeting in the community where you were proposing this billboard to seek input on the proposed location and to get their comments on your specific financial proposal prior to formal submittal to the City.

I apologize if you there was a misunderstanding and that you were waiting for input from us. We would certainly bring the Finance Director into the discussion to review any specific future proposal and would weigh it against similar digital sign deals that other jurisdictions have authorized so that we could inform our decision makers of the pros and cons of the proposal.

Thank you for getting back to us with your continued interest. Please let me know if you have any questions.

Kelly Broughton, Director  
Development Services  
City of Chula Vista

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**From:** Ed Valerio [REDACTED]  
**Sent:** Friday, April 26, 2019 1:20 PM  
**To:** Mary Salas <MSalas@chulavistaca.gov>; John McCann <jmccann@chulavistaca.gov>; Jill Galvez <jimgalvez@chulavistaca.gov>; Steve C. Padilla <spadilla@chulavistaca.gov>; Mike Diaz <mdiaz@chulavistaca.gov>  
**Cc:** Gary Halbert <GHalbert@chulavistaca.gov>  
**Subject:** Digital Monument Sign

**Warning:**  
**External**  
**Email**

Dear Mayor and City Council,

I just read this San Diego Union-Tribune article on the city budget outlook

<https://www.sandiegouniontribune.com/communities/south-county/story/2019-04-26/chula-vista-explores-budget-cuts-to-pay-for-more-police-officers-and-firefighters>

I met and spoken with most of you or your staff regarding my proposal to place a privately financed digital monument sign on city owned property along SR-125 that would help brand Chula Vista, encourage spending locally, run public service announcements and deliver some monies via rent to city coffers.

I also met with the city manager and the development services manager where we spoke in detail about the idea. I was told that someone from the budget office would get back to me regarding what they would consider market rent for such a sign. This was about 6 months ago or so. Never heard back from the city, but my offer still stands. I realize this may require the city to potentially amend its sign ordinance but for the arguments stated above I believe it's a proposal worth exploring.

Attached is a mock up, a map of city owned properties along SR-125 and a company profile.

I found it fascinating to see the city roll out the #ThisisChula campaign utilizing outdoor advertising along San Diego County signs. Why not have a digital sign of our own that will help promote Chula Vista and generate much needed additional revenues?

This life-long Chula Vistan is ready to work.

Sincerely yours,

Ed Valerio  
[REDACTED]



Capitol Outdoor  
Out-of-Home Media

Mr. Gary Halbert  
City Manager  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA 91910

Dear Mr. Halbert:

We are submitting for your review and consideration a proposal to place a new monument digital sign along State Route 125 on city-owned land that would help deliver branding opportunities to the city, generate a stream of new revenues and allow for public service announcements.

Capitol Outdoor is a Washington, DC based out-of-home company that has more than 25 years of experience in delivering engaging brand experiences across top 30 U.S. markets and we are interested in helping transform and reinforce your city image by utilizing outdoor advertising. Additionally, the sign would generate new monies for the city general fund!

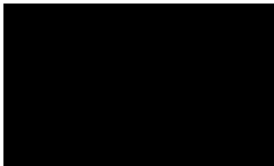
Because of Caltrans restrictions along I-5, I-805 and SR54, the only suitable location for an off-premise advertising sign within city boundaries is along SR125. Chula Vista owns several parcels of land along the 125 that we believe would work from a marketing standpoint. By permitting a sign on city-owned land the city would still maintain control over signage within Chula Vista.

In exchange for a long-term lease and the rights to build this monument sign, Capitol Outdoor would pay for the construction of the structure, sell the space and fully operate the sign business. Chula Vista would receive a base-rent plus a percentage of the sales. Additionally, at no cost to the city, we would also run public service announcements, such as community events, public safety warnings, etc. Imagine running the city's #THISisChula ads on the sign?

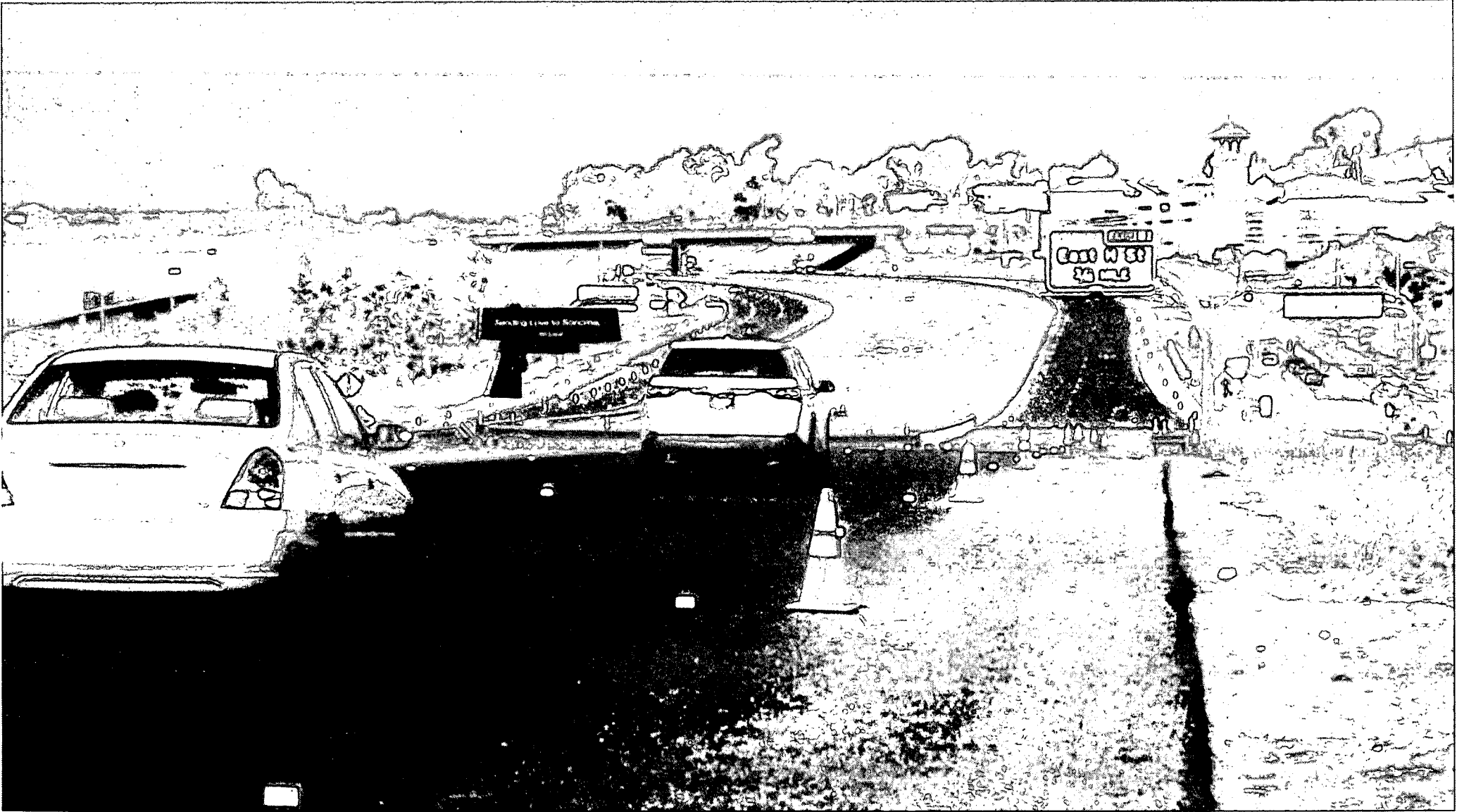
We are including several attachments to this proposal. A power point presentation on Capitol Outdoor, an area map and a rough mock-up of what the monument could look like.

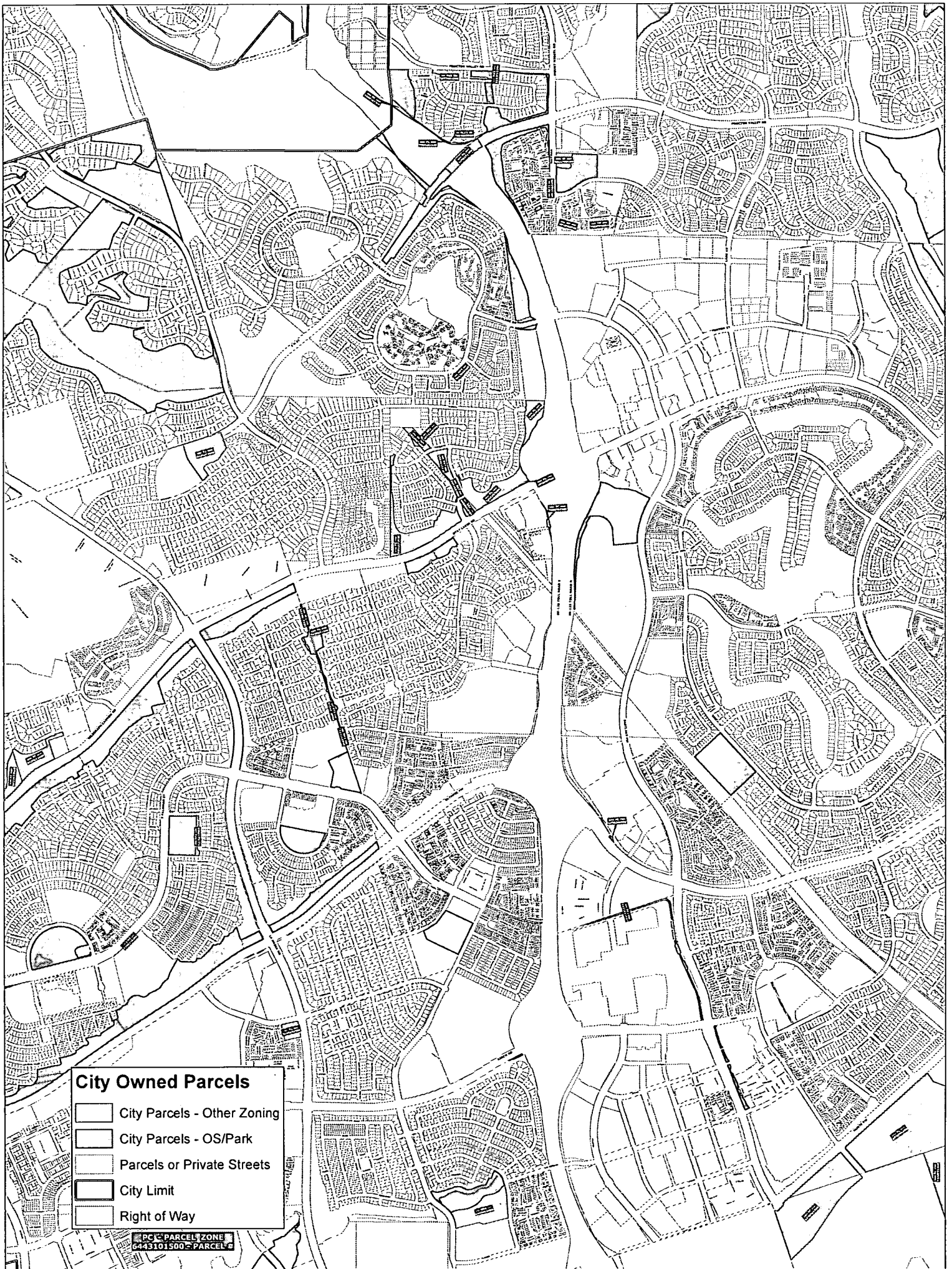
We would like to meet with you or your staff to discuss in more details. We believe this is a win-win opportunity for the city.

Sincerely yours,








John Polis





**City Owned Parcels**

-  City Parcels - Other Zoning
-  City Parcels - OS/Park
-  Parcels or Private Streets
-  City Limit
-  Right of Way

PC PARCEL ZONE  
6443101500 PARCEL #



## Company Profile

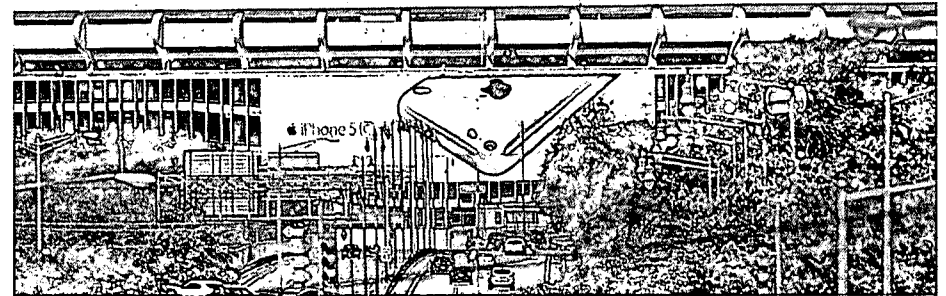
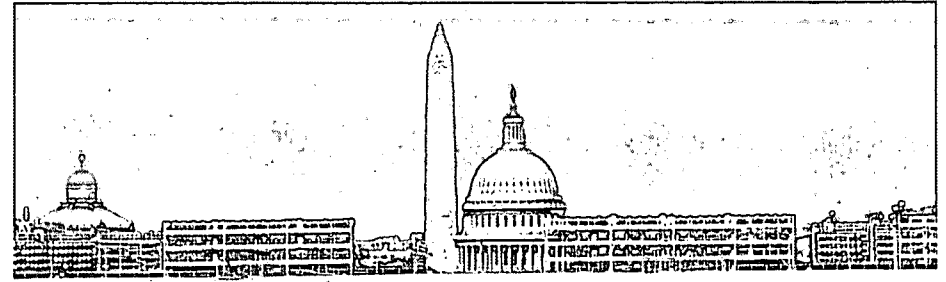
3286 M. St. NW 3<sup>rd</sup> Floor

Washington D.C. 20007



# Capitol Outdoor

- Capitol Outdoor is an independent, full service outdoor media company founded in 1990 by John Polis and Chris Tavlarides. Capitol Outdoor is headquartered in Washington, D.C. Capitol develops, sells and manages impactful out-of-home campaigns for brands and clients across the US.
- Capitol specializes in large format and digital signage. We are known for our landmark units, top-notch customer service, prime locations and years of experience in our industry.
- Current markets include Washington, D.C., New York, Detroit, Baltimore, San Francisco, Philadelphia, Atlantic City, and West Palm Beach. Over the next three years Capitol will triple its ad sales to \$45 million, and add new and exciting markets around the US such as Sacramento, New Haven and Atlanta.
- Our sales and real estate teams work closely together to handle all aspects of your outdoor advertising asset: from development and operations to ensuring the success of each campaign and maximizing revenue. We partner with owners, municipalities and advertising agencies to create displays that will enhance the urban landscape, be visually impactful, and drive more economic activity to the community which it serves.
- For a complete summary of our inventory please visit [www.capitoloutdoor.com](http://www.capitoloutdoor.com)



Premium Capitol inventory:  
Washington D.C.

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# Capital One Arena Washington D.C.

Capital One Arena is home to the Washington Capitals, Washington Wizards, and plays host to events throughout the year. The preeminent arena for sports and concerts in Washington D.C.





## Premium Capitol inventory: San Francisco

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# Markets with Capitol inventory

San Francisco	Washington D.C.	Brooklyn, NY	Long Island City	Newark	Weekawken
Pittsburgh	New Rochelle	Atlantic City	Detroit	Baltimore	Philadelphia
	San Diego	Orlando	Hoboken	West Palm Beach	