



FINAL

# VISION 2050

STRATEGIC PLAN



ADOPTED DECEMBER 1, 2015



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# EL CENTRO VISION STATEMENT

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*We envision that during the 21<sup>st</sup> Century, El Centro...*

- *Will be known for its expanding, innovative lifestyle and economy which reflect both its central location in agriculturally rich Imperial County and its leading role in developing new trade related opportunities with urban Mexicali.*
- *Will be recognized for its ability to dynamically address new challenges as opportunities to enhance the community.*
- *Will mature into a modern, technologically advanced, socially cohesive community which celebrates its diversity and openness to change while remaining a wholesome place to raise a family.*
- *Will thrive as a regional focus for the advancement and enjoyment of the arts, culture, leisure, and recreational activities.*

*We foresee that together we will have made 21<sup>st</sup> Century El Centro a model city; safe, environmentally healthy, culturally vibrant, clean and beautiful with admirable quality of life.*

*Approved by the El Centro City Council on July 1, 1998*



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# EL CENTRO CITY COUNCIL

## 2015

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Efrain Silva, Mayor

Jason Jackson, Mayor Pro Tem

Sedalia Sanders, Council Member

Alex Cardenas, Council Member

Cheryl Viegas-Walker, Council Member



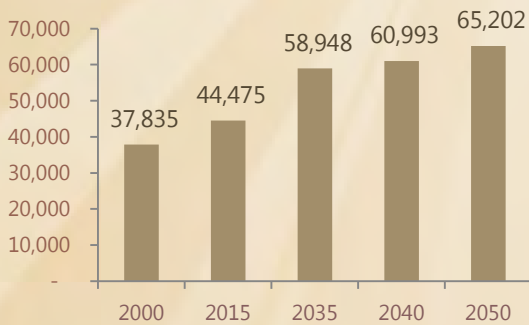


# I. INTRODUCTION

Although incorporated in April 16, 1908, El Centro's fate changed when it became the seat of Imperial County in 1907. As the county seat, El Centro ("the City") is the administrative center and employment hub for the area, being the home for numerous County offices. The City has continued to grow at a steady rate.

From 2000 to 2014, El Centro grew by approximately 16.5 percent and currently, almost a quarter of the population in Imperial County resides within the City of El Centro. In 2015, El Centro's population is estimated at 44,475 and it is anticipated that by the year 2040, El Centro's population will be 60,993<sup>1</sup>. Based on historic growth rates, it is estimated that by 2050, El Centro's population will have a population of 65,202.

**POPULATION PROJECTIONS**  
2000-2050



<sup>1</sup> Southern California Association of Governments, "2016 RTP/SCS Growth Forecast by Jurisdictions."



At the State of the City 2015, Mayor Silva announced three initiatives to be completed during his tenure as Mayor. The Vision 2050 Strategic Plan was one of the initiatives and was set forth as a pictorial representation of what El Centro would look like in the year 2050, accompanied by strategies identifying how the City would achieve the vision of the future. Thus, the Vision 2050 Strategic Plan presents broad goals and strategies necessary to achieve the community's vision. The overarching goal of this Plan is to make El Centro a better place to live, work, and play.

In order to prepare the Vision 2050 Strategic Plan, community members were appointed by each of the City Council members. The appointed community members were a part of a 15-member Steering Committee and were instrumental in the completion of this Plan. The Steering Committee shared their perspective on the community's strengths, weaknesses, and







opportunities for the future. The working sessions allowed the members to express different strategies to achieve the vision of the future.

This Vision 2050 Strategic Plan is intended to be representative of the community's goals and values. As such, it was critical that all members of the community, including youth were engaged and provided input.

City Staff participated in widely-attended community events to gather input from the general public such as the (1) Sidewinder Skate Park Grand Opening, (2) El Grito de Independencia, and (3) the Burn Institute's Chamber of Commerce event. Additionally, informal surveys were conducted to prioritize the desires and needs of the community.

This Strategic Plan is a compilation of all input received during the public participation process, as well as policies and goals previously adopted under the Parks & Recreation Master Plan, Project SHAPE, City's 5-Year Strategic Plan (2013-2018), and the El Centro General Plan.













## II. DEFINING THE STRATEGIC PLAN

The Vision 2050 Strategic Plan identifies broad goals and objectives that will achieve the community's vision. The Plan is a blueprint for community leaders, City Staff, and the community at large with the overarching purpose of creating positive change within the community.

The future of El Centro lies in its constituency, elected community leadership, community input, and City Staff. Ensuring the vision becomes reality requires that the community strives to adopt and implement planning documents consistent and compatible with the Vision 2050 Strategic Plan. More detailed implementation efforts shall be included in the City's General Plan, community Specific Plans, the annual budget and the City's 5-Year Strategic Plan (2013-2018). This document will require unwavering commitment from leadership to ensure the future of El Centro is innovative and consistent with the goals and strategies identified herein.

## III. STRATEGIC PLAN VISION STATEMENT

*"El Centro, the Center of Progress"*



It is envisioned that the City of El Centro will be the "Center of Progress" of Imperial County. El Centro 2050 will be a fun, bright, vibrant, and inclusive place where families, businesses, non-profit organizations, and civic organizations can prosper. Technology will be embraced and will play a large role of governance.





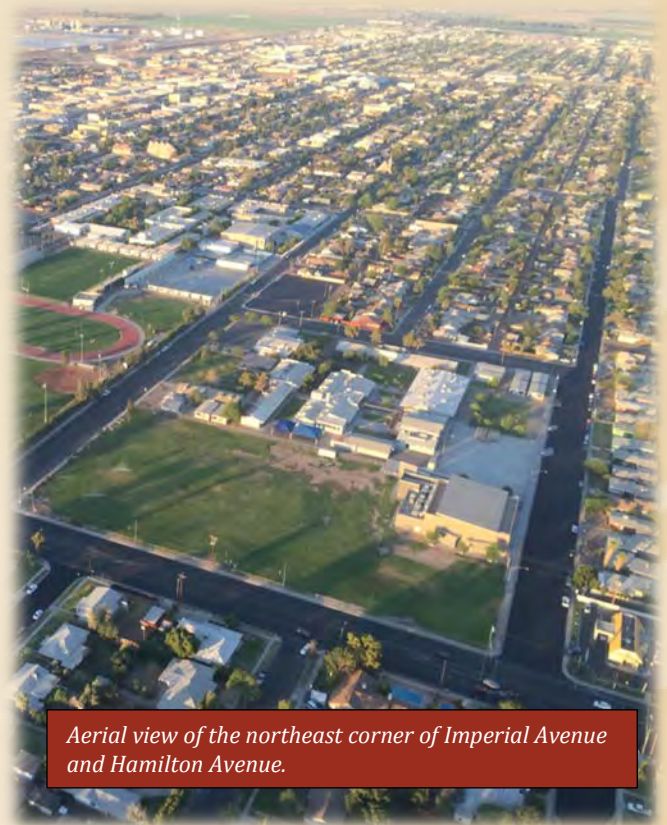


## IV. 2050 VISION ELEMENTS

Achieving El Centro’s future requires categorization of topic areas of strategic importance. Five Vision Elements have been incorporated that will guide the future of the City as follows:

1. **Safety and Community Preservation**
2. **Quality of Life Amenities**
3. **Economic Development**
4. **Development and Mobility**
5. **Community Pride & Spirit**

All of the Vision Elements are of equal importance to achieve the City’s vision. However, it is important to underscore that during community workshops some of the Vision Elements were viewed as imperatives. Each Vision Element includes primary achievements that are required to occur. The Vision Elements are identified in terms of a vision statement, goal, justification and implementation strategies. The vision statement describes the City of El Centro in 2050, *what the City is striving to achieve*. The goals, justification and implementation strategies are pathways for fulfilling that vision.



Aerial view of the northeast corner of Imperial Avenue and Hamilton Avenue.

*The Vision 2050 Strategic Plan is the City’s blueprint for the next 35 years, guiding our community to greatness.*

*-Efrain Silva, Mayor*







SAFETY AND COMMUNITY PRESERVATION



# 1. SAFETY AND COMMUNITY PRESERVATION

**VISION 2050:** *El Centro is a safe, clean and livable community in which citizens are actively engaged and volunteer to uphold the values of safety and security.*

## GOAL 1

Ensure residents, business, and visitors feel safe within El Centro.

## JUSTIFICATION

Public perception of safety and security influences the actions or choices by residents, business, and visitors. Thus, efficient and effective use of public safety resources is essential in maintaining a community in which all residents, businesses, and visitors are safe and feel safe. Promoting safety and security within neighborhoods shall rest on active citizen engagement and involvement.

## STRATEGIES

- Allocate public safety funding to ensure adequate service ratios. Ensure that population growth keeps pace with levels of staffing.

- Conduct a City-wide lighting study to evaluate levels of lighting throughout the City (neighborhoods, businesses, and City-owned facilities).
- Expand the use of social media platforms such as Facebook, Twitter, YouTube, Nixle, Crimemapping, smart phone applications and the City's website to share information with the public.
- Partner with emergency assistance and disaster relief organizations to promote emergency preparedness.
- Incorporate into the City's Zoning Code design concepts that promote public and neighborhood security and safety.
- Create and implement effective community policing programs and strategies, inclusive of volunteer policing programs.
- Continue to cooperate with other law enforcement agencies to combat crime in local neighborhoods.
- Ensure fire, police, and other service providers use technology





to deliver seamless services to the community.

- Partner with downtown businesses to improve security measures and provide a safe environment (video surveillance, additional security and police efforts).

## GOAL 2

Preserve the aesthetics of the community to ensure that El Centro maintains itself attractive and appealing to its residents and businesses.

### JUSTIFICATION

Maintaining El Centro's image as an attractive, clean, and appealing place to live and do business will attract others to live in and establish businesses within the City.

### STRATEGIES

- Collaborate with community service organizations to assist the elderly and the disabled in meeting zoning and building code requirements.
- Preserve the aesthetics of mature neighborhoods by considering the establishment of neighborhood districts to strengthen community connections and increase community involvement.

- Re-establish relationships with correctional institutions to use inmate labor to clean City streets, alleyways and other public spaces.
- Improve major thoroughfares by incorporating landscaping to soften hardscapes and provide shade for pedestrians.
- Work with utility companies to relocate utility lines along major thoroughfares to improve the visual quality of these areas.
- Promote the painting of murals to deter defacing of public and private property.



*Fire Station No. 3, located at the southwest corner of Waterman Avenue and Bradshaw Avenue.*







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QUALITY OF LIFE AMENITIES

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## 2. QUALITY OF LIFE AMENITIES

The City of El Centro has great value in its people. The City is dedicated to serving its residents and businesses with unparalleled services and amenities to enhance the quality of life. This element focuses on the following four areas:

- A. Parks & Recreation
- B. Libraries
- C. Culture & Arts
- D. Health Care Facilities and Services

### A. PARKS & RECREATION

**VISION 2050:** *El Centro provides first class neighborhood and regional parks to serve the interests of its population.*

#### GOAL 1

Develop and maintain neighborhood and regional parks throughout the City.



### JUSTIFICATION

Parks and recreation services provide a multitude of benefits to residents and visitors. They foster citizen health, community pride and are beneficial to the air quality of the community.

### STRATEGIES

- Encourage exploring public/private partnerships in parks and recreation. Merging resources can allow for higher service delivery and can create entrepreneurial opportunities not always affordable to public agencies.
- Collaborate with non-profit organizations to supplement parks and recreation services.
- Partner with the local school districts to establish a Master Joint Use Facility Agreement.
- Seek grant funding opportunities from grant sources such as the California Department of Parks and Recreation Grants and Local Services for the development of new parks.
- Continue to require that new housing developments establish a Lighting Landscaping and Maintenance District to ensure adequate funding is allocated to the maintenance of parks and





right of ways within new development.

- Periodically update the Parks & Recreation Master Plan to ensure it continues to be responsive to the community's recreational desires.
- Support the use of drought tolerant landscaping to conserve water and other resources.
- Plan for connectivity between housing, recreational parks and City-owned recreational facilities via sidewalks, bike paths, and pedestrian trails.

- Seek funding to establish a cultural arts center that would include a performing arts theatre, acting, music and dancing classes.
- Seek partners and nurture relationships with artists, theaters, and owners of venues that support downtown night life.
- Identify strategic locations in the City to encourage gathering places for leisure activities.
- Implement comprehensive cultural, recreational and lifelong learning programs for seniors, adults, youth, and special needs populations through partnerships with public private, and no- profit sectors of the community.

## GOAL 2

Increase the availability of leisure opportunities within El Centro.

### JUSTIFICATION

Leisure activities enhance the quality of life, attracting residents and business and contribute to the growth of the City.

### STRATEGIES

- Explore the potential benefits, financial viability and realistic means necessary to establish a convention center within El Centro.





## B. LIBRARIES

In today's fast evolving society, libraries are much more than a place to read. Libraries have become community centers for individuals to access the internet, find work and secure government benefits. Today's libraries provide meeting spaces for small startup businesses and contribute to economic growth.

**VISION 2050:** *El Centro provides excellent library facilities and educational opportunities for all members of the community and fosters community interaction.*

## GOAL 1

Construct a new high quality library that is able to serve the community of today and accommodates for the future the growth of the City.

## JUSTIFICATION

Libraries promote reading, provide access to information and are community anchors. A library network with the most recent technology and quality programming for children and seniors that supports the educational needs of the community will bring about community pride and opportunities.

## STRATEGIES

- Complete a facility needs assessment that identifies the library needs of the community. Ensure the assessment study analyzes library placement to provide equitable access to all members of the community.
- Ensure that new library staff is knowledgeable in technology services to better serve the community.
- Explore opportunities to efficiently use library space and ensure the library is a gathering center to provide civic organizations, clubs, and startup businesses a place to temporarily meet and conduct activities.







- Continue to maintain strong partnerships with other public libraries to build a supportive network of resources.
- Strengthen community networks via programming designed towards social and intellectual interaction within the community.
- Ensure that library programming supports the preservation of local history and culture. Collaborate with public and private partnerships that support these endeavors.

### C. CULTURE & ARTS

**VISION 2050:** *El Centro is the center of cultural activities. It embraces American and Mexican traditions and supports and holds community-oriented activities for the benefit of the community.*

#### GOAL 1

Diversity within the community is embraced and citizens attend and participate in cultural events that support the arts, history, culture, and tradition.

### JUSTIFICATION

The Imperial Valley is unique in its culture. It has a long history of agriculture and with it a distinctive art and culture. Embracing the Imperial Valley's cultural uniqueness strengthens family and community bonds.

### STRATEGIES

- Collaborate with the Imperial Valley Pioneers Museum and local historians to hold events that highlight El Centro's heritage.
- Partner with downtown businesses to hold events that celebrate the local culture and art within the downtown area.
- Establish a mural program in El Centro to paint utility boxes and blank walls by collaborating with local artists.



Chalk Walk 2015 at Bucklin Park







- Support cultural and educational opportunities by allowing private entities to hold these types of events within City-owned facilities.

## D. HEALTH CARE FACILITIES & SERVICES

**VISION 2050:** *El Centro supports human health through the provision of quality health care facilities and services.*



### GOAL 1

Support new and existing medical facilities inclusive of outpatient, emergency and preventative care facilities.

### JUSTIFICATION

The increase in the baby boom population will generate an extensive need of quality care facilities. Additionally, future population growth

will require state of the art medical facilities to support the needs of the population.

### STRATEGIES

- With the increase in the homelessness population locally, collaborate with organizations and support facilities that specialize in behavioral health and psychiatric care.
- Support the development of adult day care facilities, senior living facilities, and nursing homes.
- Continue to collaborate with County agencies to improve public health, social services, and domestic violence shelters.
- During Zoning Code updates, facilitate strategic placement of complementary health care service locations such as group medical offices and plazas.
- Support the growth of treatment specialties such as dietetic support, nutrition, psychological services, and education.
- Encourage professional medical partnerships to expand health care services.





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ECONOMIC DEVELOPMENT

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### 3. ECONOMIC DEVELOPMENT

The Economic Development Vision Element includes three areas of emphasis:

- A. Create new opportunities for business growth.
- B. Create a governmental climate conducive to business development.
- C. Enhanced educational opportunities.
- D. A thriving downtown with a variety of restaurants and shops.

#### A. CREATE OPPORTUNITIES FOR BUSINESS GROWTH

**VISION 2050:** *El Centro encourages opportunities for business creation and job growth.*

##### GOAL 1

Strengthen El Centro's economy by bringing jobs and opportunities to the City by aggressively pursuing businesses to locate in the City.

#### JUSTIFICATION

Encouraging businesses to locate in the City of El Centro will provide good jobs for City residents, reduce unemployment and strengthen the City's tax base, creating a more prosperous El Centro.

#### STRATEGIES

- Create new opportunities for business growth and encourage private development through an updated General Plan and Zoning Ordinance.
- Continue to attend business expositions to recruit high performing high quality companies that are consistent with the community's labor profile.
- Work with Mexicali's (Baja California, Mexico) Chamber of Commerce and Tourism office to expand business relations to El Centro.
- Identify and market underutilized properties (City and non-City owned) for development that will create new jobs and expand the City's tax base.





## B. GOVERNMENTAL CLIMATE

**VISION 2050:** *El Centro is an economically vibrant city where existing businesses are nurtured and new businesses are embraced. The governance structure is conducive to a positive business environment.*

### GOAL 1

Diversify El Centro’s economy by removing governmental obstacles, as feasible.

### JUSTIFICATION

Governmental regulation can create barriers for new development, thereby, discouraging business growth. Government can take a proactive approach by involving itself in a positive manner by creating policies supportive of business.

### STRATEGIES

- Engage with the business community to discuss shared concerns or to discuss how relations between government and business can be improved.
- Periodically review fee schedules, inclusive of development impact

fees to ensure they are not a hindrance to development.

- Solicit direct involvement from businesses prior to establishing new rules and regulations that could potentially impact business.
- Provide marketing materials and consistently update the City’s website to keep business apprised of City business programs and City procedures.
- Promote a solutions-based customer focus in all efforts to facilitate development and investment in the community.
- Look to other economic development organizations and communities to identify best practices and business support services.
- Cooperate with economic development, education, and non-profit groups to advance local workforce initiatives.
- Coordinate public and private planning infrastructure projects such as water and sewer line, and roadway extension to ensure that businesses benefit from improvements.







- Continue to invest in business incubation services.
- Establish an inventory of sites that are "shovel ready" for commercial and manufacturing-related businesses.
- To the greatest extent feasible, streamline and simplify governmental permitting process.

Low educational attainment is a deterrent to business growth as many jobs require bachelor's degrees or higher.

### STRATEGIES

- Partner with local colleges to identify gaps in employment opportunities for college graduates.
- Be a strong partner and ally of educational institutions at all levels to ensure that academic programs are reflective of industry needs.
- Continue to collaborate with organizations such as the Imperial Valley Regional Occupational Program to offer learning opportunities.
- Actively recruit universities, colleges, and technical schools to locate in El Centro to expand educational choices for those graduating from high school or workers seeking professional advancement.
- Coordinate with school districts in the planning and siting of schools to pursue economic and environmental benefits. High quality schools can increase property values, support local

## C. EDUCATIONAL OPPORTUNITIES

### GOAL 1

Cultivate a climate rich in educational opportunities to energize economic growth.

### JUSTIFICATION

A skilled workforce will attract new businesses to the City. High caliber companies that provide living wages search for a skilled labor force when looking to expand.





businesses, and can be catalysts for revitalization.

## D. THRIVING DOWNTOWN

### GOAL 1

Create a bustling downtown with a mixture of land uses that celebrates the City's history and heritage.

### JUSTIFICATION

Strengthening the core of Downtown El Centro will create significant benefits to the community including enhanced business development, improvement in the quality of life for residents, increase choices for shopping, housing, work and recreational opportunities, and create a greater "sense of place" for residents and visitors.

### STRATEGIES

- Implement the strategies identified in Project SHAPE.
- Explore the feasibility of reduced impact fees for new development or rehabilitation of existing development within the downtown area.
- Review and modify the Zoning Code streamline the permitting process.

- Provide high quality civic spaces for cultural events, public gatherings, and recreational uses.
- Encourage façade rehabilitation, property redevelopment, and new development within vacant and underutilized properties.
- Explore and consider the formation of a Main Street Association to organize downtown interests, promote historic preservation, and diversify the local economy.
- Continue to actively recruit businesses to the downtown area, and pursue objectives that shape downtown El Centro into a thriving, culturally diverse, shopping, dining, and entertainment destination.
- Partner with downtown merchants to program events that showcase restaurants, shopping, and entertainment venues.



Potential redevelopment of Broadway and 7<sup>th</sup> Street (Project SHAPE, 2007)





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DEVELOPMENT AND MOBILITY

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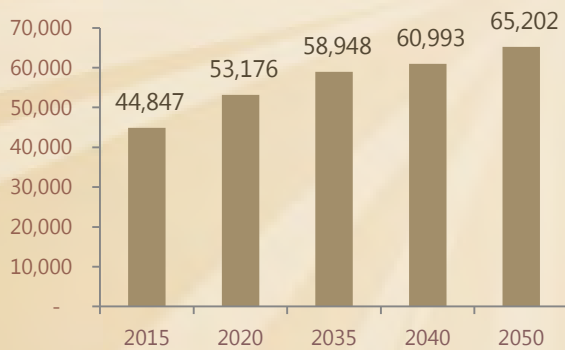




## 4. DEVELOPMENT & MOBILITY

El Centro’s population is currently estimated at 44,475 and it is conservatively projected to grow to 60,993 by the year 2040. Although growth projections are unavailable for the year 2050 through State data sources, using the current population annual growth rates, it is estimated that by the year 2050, El Centro’s population will be 65,202. Planning for the future growth of the City will be vital to its economy and livability.

POPULATION PROJECTIONS  
2015-2050



The Development & Mobility Element is divided into the following areas:

- A. Land Use
- B. Housing
- C. Transportation
- D. Infrastructure

### A. LAND USE

**VISION 2050:** *El Centro has adopted Smart Growth Principles, such as mixed land uses, a range of housing opportunities, and a variety of transportation choices.*

#### GOAL 1

Create and adopt a new, updated General Plan and Zoning Code that is consistent with the goals and strategies of the Vision 2050 Strategic Plan.

#### JUSTIFICATION

A General Plan and Zoning Code that implements the goals and objectives identified within this Strategic Plan will ensure that the Strategic Plan becomes a reality.

#### STRATEGIES

- Seek grant funding through State agencies for the preparation of an updated General Plan.
- Ensure that new development is consistent and complies with the General Plan.
- Encourage siting neighborhood commercial and mixed uses in close proximity to residential areas.





- Establish guidelines for people-oriented amenities such as pop-up shops and other mobile vendors.
- Create incentives for the re-use of underutilized buildings to new uses.
- Engage with the public at all levels when developing Master Plans or Specific Plans to ensure the Plans are reflective of the community's values.
- Require that new development is sustainable and that it provides walkable neighborhoods, and is distinctive and attractive with a strong sense of place.
- Collaborate with developers to ensure the preservation of open space, farmland and natural scenic beauties.
- Seek funding to fill gaps in sidewalk to create a more walkable community.

## GOAL 2

Encourage the development of new industrial and business parks to increase employment opportunities.

## JUSTIFICATION

Business and industrial parks assist in diversifying the local economy and create jobs.

## STRATEGIES

- Seek and encourage high quality business park development by creating incentives that attract industries that provide living wages and quality employment opportunities.
- Through planning documents, ensure that adequate land is allocated for industrial areas and that they are protected from residential encroachment.
- Ensure that City Council and Planning Commission uphold the General Plan to protect industrial and business land use designations.





## B. HOUSING

**VISION 2050:** *El Centro provides a variety of housing options for residents of all income levels and lifestyles.*



### GOAL 1

Ensure a balanced community through the adoption of policies that encourage high quality development for individuals of all income levels.

### JUSTIFICATION

A city that provides quality housing options will attract a diverse population, which enriches community life.

### STRATEGIES

- Continue to conduct periodic housing needs assessments.
- Partner with organizations that providing affordable housing such as the Imperial Valley Housing Authority to address housing needs.

- During Zoning Code updates, re-designate areas to incorporate additional mixed used designations and increase housing densities along major transportation corridors to meet the housing allocation under the Regional Housing Needs Assessment Allocation Plan.
- Continue to allocate Community Development Block Grant funding for the rehabilitation of homes to eliminate blight and improve housing values.
- Enforce housing design standards to ensure new development is aesthetically pleasing and provides high quality amenities.







## C. TRANSPORTATION

**VISION 2050:** *El Centro provides multimodal transportation options and an integrated transportation network for all members of the community.*

### GOAL 1

Improve transportation options and the roadway infrastructure network.

### JUSTIFICATION

As the City grows, congestion will inevitably increase. Thus, expanding transportation options will relief traffic congestion, improve air quality, and reduce roadway maintenance costs.

### STRATEGIES

- Adopt a Complete Streets policy to enable safe street access for pedestrians, bicyclists and motorists.
- Ensure that roadways balance safety and convenience for all users inclusive of pedestrians and bicyclists.
- Expand ride-sharing within the community by designating ride-sharing locations throughout the City.

- As the California high-speed rail program expands to the south of the State, explore the possibility of expanding the rail to El Centro.
- Continue to support the County airport to ensure transportation access to El Centro.
- Collaborate with Caltrans in the relinquishment of State highways in El Centro to ensure sufficient funding is allocated to improve the roadways in accordance with City standards.
- Foster relationships with adjoining communities such as Imperial and Heber to improve adjoining roadways.
- Coordinate with Imperial Valley Transit to improve transportation services, infrastructure, and access in the City.
- Integrate monitoring and traffic flow control infrastructure to all signalized arterial intersections.
- Ensure new development provides a roadway network that meets the needs of new development.
- Beautify the City's major thoroughfares through decorative lighting and landscaping.





- Consider the implementation of "Adopt a Tree Program" to enhance aesthetics along parks and major thoroughfares.
- Partner with youth organizations or businesses to establish an "Adopt-An- Alleyway" program to clean alleyways by removing weeds, graffiti and solid waste.
- Except as required by environmental review for new development, limit widening of streets as a means of improving traffic efficiency and focus on operational improvements to preserve community character.
- Identify and secure new funding sources to fund ongoing routine maintenance of roadways.

## GOAL 2

Support a safe pedestrian and bicycle transportation network for people of all ages and abilities.

### JUSTIFICATION

A roadway network that solely serves automobiles is expensive to maintain and underperforms as it is not inclusive. Providing a transportation network accessible to all provides health benefits by simplifying active living.

## STRATEGIES

- Establish street typology guidelines that incorporate different modes of transportation such as transit, cycling, and walking.
- Create bus shelter guidelines to enhance transit services in the City.
- Partner and collaborate with schools in ensuring transportation facilities such as sidewalks are adequate for students.
- Create a plan that identifies gaps in sidewalks city-wide.
- Require parking lots to include clearly defined paths of travel for pedestrians to provide a safe path to building entrances.
- Implement projects identified in ADA Self-Evaluations and Needs Assessments.
- Require new development to increase connectivity through direct and safe pedestrian connections to public amenities, neighborhoods, shopping, and employment destinations within the City.





- Enhance pedestrian and bicycle crossing and pathways at key location across physical barriers such as arterial roadways to promote safety.
- Actively engage the community in promoting walking and bicycling through education, outreach, and encouragement on improvement projects and programs.



## D. INFRASTRUCTURE

**VISION 2050:** *El Centro's infrastructure is adequate to serve the water, wastewater, and storm water needs of the community. Citizens are provided with reliable services at an affordable rate.*

### GOAL 1

Ensure the City's infrastructure is enhanced and maintained to support existing and future development while controlling costs.

## JUSTIFICATION

Infrastructure is a vital element to economic development. Without adequate infrastructure, future development cannot occur and will pose a hindrance to growth.

## STRATEGIES

- Complete a Master Capital Improvement Project List that identifies capital projects in order of priority and phasing.
- Ensure that public infrastructure is designed to meet planned needs and to avoid the need for future upsizing. Maintain a balance between meeting future growth and over-sizing infrastructure to avoid fiscal impacts or impacts to other utility goals.
- Require new development to pay its fair share of, or to extend or construct, improvements to the City's infrastructure.
- Continue to maintain facilities to meet the community's needs.
- Pursue Federal and State grants in an effort to improve infrastructure and reduce costs to the community.







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COMMUNITY PRIDE AND SPIRIT

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## 5. COMMUNITY PRIDE & SPIRIT

El Centro’s unique characteristics can improve its economic competitiveness in today’s marketplace. Thus, it is imperative that our spirit is articulated to create an alignment between community, business, and visitors.

**VISION 2050:** *El Centro’s signature will be carried out city-wide and El Centro will have a strong sense of place.*

### GOAL 1

Ensure a sense of cohesiveness amongst El Centro residents.

### JUSTIFICATION

Authenticity within the community is vital because it reflects the sense of connections people have with each other. Community pride and spirit add vibrancy to the City and have a positive impact on culture, health and the economy.

### STRATEGIES

- Establish a comprehensive branded identity for the City that reflects and highlights what El

Centro currently is and inspires what it can be in the future.

- Install new signage along major entryways, specifically, near freeway corridors that identify key locations.
- Incorporate public art reflective of the community’s values in City right of ways.
- Continue to hold annual community events that bring the community together.
- Celebrate El Centro’s history by holding events within the City’s downtown area.



*El Centro Mardi Gras Festival*





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## V. KEEPING THE PLAN CURRENT

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In order for the Vision 2050 Strategic Plan to be successful, it is important that it remain accurate and be a timely reflection of the community's vision and goals with implementation strategies.

It is recommended that at least every 5 years, the City of El Centro City Council and the Mayor reconvene the Steering Committee to evaluate the progress made by the City and community implementing the vision and strategic plan and recommend changes and updates as may be required to insure the vision, goals, and strategies are kept current.

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## VI. 2050 STRATEGIC PLAN ILLUSTRATIONS

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The illustrations included within Section VI of this Plan are intended to inspire and are visual representations of what El Centro 2050 could be when the strategies outlined within this document are implemented.







## A. RE-USE OF EXISTING BUILDINGS & ADAPTABILITY

**BROADWAY STREET**  
(SOUTH OF COMMERCIAL AVENUE)



*The brewery illustration demonstrates successful re-use of existing buildings, located along the Union Pacific Railroad. El Centro contains a wide assortment of under-utilized buildings with interesting architectural elements. Rehabilitation of these buildings provides environmental savings through reduced demolition costs and minimization of input materials. Preserving these historically significant structures is important to preserve the historical core of the City.*







## B. REVITALIZATION OF ADAMS AVENUE



**ADAMS AVENUE**  
(INTERSECTION AT 8TH STREET)

*Revitalization of Adams Avenue is a priority for the community. The depiction above illustrates a vibrant, Adams Avenue that incorporates walkability, mixed land uses and an aesthetically pleasing streetscape. This illustration would require re-zoning of the area to allow for mixed uses.*







## C. EXTENSION OF SOUTH IMPERIAL AVENUE CORRIDOR

### SOUTH IMPERIAL AVENUE (SOUTH OF INTERSTATE 8)



*Estimated to begin in 2018, the extension of Imperial Avenue, south of Interstate 8 will spur development in the southern portion of the City and will improve mobility for existing and future residents and businesses. The rendering represents sustainability through the incorporation of complete streets concepts, use of solar panels, drought tolerant landscaping and commercial development in walkable proximity to residential development.*







# D. CONVENTION CENTER CONCEPTUAL







## E. LA BRUCHERIE MULTI-PURPOSE PATHWAY



*The La Brucherie Multi-Purpose Pathway represents El Centro's goal to enhance the quality of life for residents and provide a wide variety of recreational amenities. The pathway would be accessible to all members of the community to walk, ride, and roll, and would allow users to bring their pets.*







## F. WIDENING OF LA BRUCHERIE AVENUE

**LA BRUCHERIE AVENUE**  
(INTERSECTION AT MAIN STREET)



*La Brucherie Avenue is proposed to be widened to a four-lane arterial roadway making it suitable for neighborhood commercial uses including neighborhood grocery stores, banks, and medical offices.*







## VII. WORK PLAN

1. SAFETY AND COMMUNITY PRESERVATION		
<b>GOAL 1- Ensure residents, business, and visitors feel safe within El Centro.</b>		
STRATEGIES	Responsible Department	Timeframe/Status (Calendar Years)
<b>SC-1:</b> Allocate public safety funding to ensure adequate service ratios. Ensure that population growth keeps pace with levels of staffing.	Various	Ongoing
<b>SC-2:</b> Conduct a City-wide lighting study to evaluate levels of lighting throughout the City (neighborhoods, businesses, and City-owned facilities).	Public Works	2015-2017- In progress
<b>SC-3:</b> Expand the use of social media platforms such as Facebook, Twitter, YouTube, Nixle, Crimemapping, smart phone applications and the City's website to share information with the public.	Police	Ongoing
<b>SC-4:</b> Partner with emergency assistance and disaster relief organizations to promote emergency preparedness.	Police, Fire	Ongoing
<b>SC-5:</b> Incorporate into the City's Zoning Code design concepts that promote public and neighborhood security and safety.	Community Development	2015-2017- To be completed during Zoning Code update
<b>SC-6:</b> Create and implement effective community policing programs and strategies, inclusive of volunteer policing programs.	Police	Ongoing
<b>SC-7:</b> Continue to cooperate with other law enforcement agencies to combat crime in local neighborhoods.	Police	Ongoing
<b>SC-8:</b> Ensure fire, police, and other service providers use technology to deliver seamless services to the community.	Police, Fire	Ongoing
<b>SC-9:</b> Partner with downtown businesses to improve security measures and provide a safe environment (video surveillance, additional security and police efforts).	Police	Ongoing
STRATEGIES	Responsible Department	Timeframe/Status (Calendar Years)
<b>SC-10:</b> Collaborate with community service organizations to assist the elderly and the disabled in meeting zoning and building code requirements.	Community Development/ Community Services	Ongoing





## El Centro, "The Center of Progress"

<b>SC-11:</b> Preserve the aesthetics of mature neighborhoods by considering the establishment of neighborhood districts to strengthen community connections and increase community involvement.	Various	2025
<b>SC-12:</b> Re-establish relationships with correctional institutions to use inmate labor to clean City streets, alleyways and other public spaces.	Various	Ongoing
<b>SC-13:</b> Improve major thoroughfares by incorporating landscaping to soften hardscapes and provide shade for pedestrians.	Public Works	Ongoing
<b>SC-14:</b> Work with utility companies to relocate utility lines along major thoroughfares to improve the visual quality of these areas.	Public Works	Ongoing
<b>SC-15:</b> Promote the painting of murals to deter defacing of public and private property.	Various	2020





## 2. QUALITY OF LIFE AMENITIES

### **A. PARKS & RECREATION**

#### ***GOAL 1- Develop and maintain neighborhood and regional parks throughout the City.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status</b> (Calendar Years)
<b>QL-1:</b> Encourage exploring public/ private partnerships in parks and recreation. Merging resources can allow for higher service delivery and can create entrepreneurial opportunities not always affordable to public agencies.	Community Services	Ongoing
<b>QL-2:</b> Collaborate with non-profit organizations to supplement parks and recreation services.	Community Services	Ongoing
<b>QL-3:</b> Partner with the local school districts to establish a Master Joint Use Facility Agreement.	Community Services	Ongoing
<b>QL-4:</b> Seek grant funding opportunities from grant sources such as the California Department of Parks and Recreation Grants and Local Services for the development of new parks.	Various	Ongoing
<b>QL-5:</b> Continue to require that new housing developments establish a Lighting Landscaping and Maintenance District to ensure adequate funding is allocated to the maintenance of parks and right of ways within new development.	Various	Ongoing
<b>QL-6:</b> Periodically update the Parks & Recreation Master Plan to ensure it continues to be responsive to the community's recreational desires.	Community Services	2021
<b>QL-7:</b> Support the use of drought tolerant landscaping to conserve water and other resources.	Community Development	Ongoing
<b>QL-8:</b> Plan for connectivity between housing, recreational parks and City-owned recreational facilities via sidewalks, bike paths, and pedestrian trails.	Various	Ongoing

#### ***GOAL 2- Increase the availability of leisure opportunities within El Centro.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status</b> (Calendar Years)
<b>QL-9:</b> Explore the potential benefits, financial viability and realistic means necessary to establish a convention center within El Centro.	Various	2016-2017- Prepare Feasibility Study
<b>QL-10:</b> Seek funding to establish a cultural arts center that would include a performing arts theatre, acting, music and dancing classes.	Community Services	To be considered with convention center.







<b>QL-11:</b> Seek partners and nurture relationships with artists, theaters, and owners of venues that support downtown night life.	Various	Ongoing
<b>QL-12:</b> Identify strategic locations in the City to encourage gathering places for leisure activities.	Community Development, Community Services	2020
<b>QL-13:</b> Implement comprehensive cultural, recreational and lifelong learning programs for seniors, adults, youth, and special needs populations through partnerships with public private, and no- profit sectors of the community.	Community Services	Ongoing

**B. LIBRARIES**

***GOAL 1- Construct a new high quality library that is able to serve the community of today and accommodates for the future the growth of the City.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status (Calendar Years)</b>
<b>QL-14:</b> Complete a facility needs assessment that identifies the library needs of the community. Ensure the assessment study analyzes library placement to provide equitable access to all members of the community.	Community Services	2016
<b>QL-15:</b> Ensure that new library staff is knowledgeable in technology services to better serve the community.	Human Resources, Community Services	Ongoing
<b>QL-16:</b> Explore opportunities to efficiently use library space and ensure the library is a gathering center to provide civic organizations, clubs, and startup businesses a place to temporarily meet and conduct activities.	Community Services	Ongoing
<b>QL-17:</b> Continue to maintain strong partnerships with other public libraries to build a supportive network of resources.	Community Services	Ongoing
<b>QL-18:</b> Strengthen community networks via programming designed towards social and intellectual interaction within the community.	Community Services	Ongoing
<b>QL-19:</b> Ensure that library programming supports the preservation of local history and culture. Collaborate with public and private partnerships that support these endeavors.	Community Services	Ongoing





**C. CULTURE & ARTS**

***GOAL 1- Diversity within the community is embraced and citizens attend and participate in cultural events that support the arts, history, culture, and tradition.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status (Calendar Years)</b>
<b>QL-20:</b> Collaborate with the Imperial Valley Pioneers Museum and local historians to hold events that highlight El Centro’s heritage.	Various	Ongoing
<b>QL-21:</b> Partner with downtown businesses to hold events that celebrate the local culture and art within the downtown area.	Various	Ongoing
<b>QL-22:</b> Establish a mural program in El Centro to paint utility boxes and blank walls by collaborating with local artists.	Various	Ongoing
<b>QL-23:</b> Support cultural and educational opportunities by allowing private entities to hold these types of events within City-owned facilities.	Various	Ongoing

**D. HEALTH CARE FACILITIES & SERVICES**

***GOAL 1- Support new and existing medical facilities inclusive of outpatient, emergency and preventative care facilities.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status (Calendar Years)</b>
<b>QL-24:</b> With the increase in the homelessness population locally, collaborate with organizations and support facilities that specialize in behavioral health and psychiatric care.	Various	Ongoing
<b>QL-25:</b> Support the development of adult day care facilities, senior living facilities, and nursing homes.	Community Development	Ongoing
<b>QL-26:</b> Continue to collaborate with County agencies to improve public health, social services, and domestic violence shelters.	Various	Ongoing
<b>QL-27:</b> During Zoning Code updates, facilitate strategic placement of complementary health care service locations such as group medical offices and plazas.	Community Development	Ongoing
<b>QL-28:</b> Support the growth of treatment specialties such as dietetic support, nutrition, psychological services, and education.	Various	Ongoing
<b>QL-29:</b> Encourage professional medical partnerships to expand health care services.	Various	Ongoing





### 3. ECONOMIC DEVELOPMENT

#### **A. CREATE OPPORTUNITIES FOR BUSINESS GROWTH**

***GOAL 1- Strengthen El Centro's economy by bringing jobs and opportunities to the City by aggressively pursuing businesses to locate in the City.***

STRATEGIES	Responsible Department	Timeframe/Status
<b>ED-1:</b> Create new opportunities for business growth and encourage private development through an updated General Plan and Zoning Ordinance.	Community Development	2020
<b>ED-2:</b> Continue to attend business expositions to recruit high performing high quality companies that are consistent with the community's labor profile.	Community Services	Ongoing
<b>ED-3:</b> Work with Mexicali's (Baja California, Mexico) Chamber of Commerce and Tourism office to expand business relations to El Centro.	Various	Ongoing
<b>ED-4:</b> Identify and market underutilized properties (City and non-City owned) for development that will create new jobs and expand the City's tax base.	Community Services, Community Development	Ongoing

#### **B. GOVERNMENTAL CLIMATE**

***GOAL 1- El Centro is an economically vibrant city where existing businesses are nurtured and new businesses are embraced. The governance structure is conducive to a positive business environment.***

STRATEGIES	Responsible Department	Timeframe/Status
<b>ED-5:</b> Engage with the business community to discuss shared concerns or to discuss how relations between government and business can be improved.	Various	Ongoing
<b>ED-6:</b> Periodically review fee schedules, inclusive of development impact fees to ensure they are not a hindrance to development.	Various	2018
<b>ED-7:</b> Solicit direct involvement from businesses prior to establishing new rules and regulations that could potentially impact business.	Various	Ongoing
<b>ED-8:</b> Provide marketing materials and consistently update the City's website to keep business apprised of City business programs and City procedures.	Various	Ongoing
<b>ED-9:</b> Promote a solutions-based customer focus in all efforts to facilitate development and investment in the community.	Various	Ongoing







<b>ED-10:</b> Look to other economic development organizations and communities to identify best practices and business support services.	Various	Ongoing
<b>ED-11:</b> Cooperate with economic development, education, and non-profit groups to advance local workforce initiatives.	Various	Ongoing
<b>ED-12:</b> Coordinate public and private planning infrastructure projects such as water and sewer line, and roadway extension to ensure that businesses benefit from improvements.	Public Works	Ongoing
<b>ED-13:</b> Continue to invest in business incubation services.	Community Services	Ongoing
<b>ED-14:</b> Establish an inventory of sites that are "shovel ready" for commercial and manufacturing-related businesses.	Community Development, Community Services	Ongoing
<b>ED-15:</b> To the greatest extent feasible, streamline and simplify governmental permitting process.	Various	Ongoing

**C. EDUCATIONAL OPPORTUNITIES**

***GOAL 1- Cultivate a climate rich in educational opportunities to energize economic growth.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status (Calendar Years)</b>
<b>ED-16:</b> Partner with local colleges to identify gaps in employment opportunities for college graduates.	Community Services	As feasible
<b>ED-17:</b> Be a strong partner and ally of educational institutions at all levels to ensure that academic programs are reflective of industry needs.	Various	Ongoing
<b>ED-18:</b> Continue to collaborate with organizations such as the Imperial Valley Regional Occupational Program to offer learning opportunities.	Various	Ongoing
<b>ED-19:</b> Actively recruit universities, colleges, and technical schools to locate in El Centro to expand educational choices for those graduating from high school or workers seeking professional advancement.	Community Services	Ongoing
<b>ED-20:</b> Coordinate with school districts in the planning and siting of schools to pursue economic and environmental benefits. High quality schools can increase property values, support local businesses, and can be catalysts for revitalization.	Community Development	Ongoing





**D. THRIVING DOWNTOWN**

***GOAL 1- Create a bustling downtown with a mixture of land uses that celebrates the City's history and heritage.***

STRATEGIES	Responsible Department	Timeframe/Status (Calendar Years)
<b>ED-21:</b> Implement the strategies identified in Project SHAPE.	Community Development, Community Services	Ongoing
<b>ED-22:</b> Explore the feasibility of reduced impact fees for new development or rehabilitation of existing development within the downtown area.	Various	2018
<b>ED-23:</b> Review and modify the Zoning Code to streamline the permitting process.	Community Development	Ongoing
<b>ED-24:</b> Provide high quality civic spaces for cultural events, public gatherings, and recreational uses.	Community Services	Ongoing
<b>ED-25:</b> Encourage façade rehabilitation, property redevelopment, and new development within vacant and underutilized properties.	Community Development	Ongoing
<b>ED-26:</b> Explore and consider the formation of a Main Street Association to organize downtown interests, promote historic preservation, and diversify the local economy.	Various	Ongoing
<b>ED-27:</b> Continue to actively recruit businesses to the downtown area, and pursue objectives that shape downtown El Centro into a thriving, culturally diverse, shopping, dining, and entertainment destination.	Community Services	Ongoing
<b>ED-28:</b> Partner with downtown merchants to program events that showcase restaurants, shopping, and entertainment venues.	Community Services	Ongoing





## 4. DEVELOPMENT & MOBILITY

**A. LAND USE**  
***GOAL 1- Create and adopt a new, updated General Plan and Zoning Code that is consistent with the goals and strategies of the Vision 2050 Strategic Plan.***

STRATEGIES	Responsible Department	Timeframe/Status (Calendar Years)
<b>DM-1:</b> Seek grant funding through State agencies for the preparation of an updated General Plan.	Community Dev.	Ongoing
<b>DM-2:</b> Ensure that new development is consistent and complies with the General Plan.	Community Dev.	Ongoing
<b>DM-3:</b> Encourage siting neighborhood commercial and mixed uses in close proximity to residential areas.	Community Dev.	Ongoing
<b>DM-4:</b> Establish guidelines for people-oriented amenities such as pop-up shops and other mobile vendors.	Community Dev.	2016-2017
<b>DM-5:</b> Create incentives for the re-use of underutilized buildings to new uses.	Various	Ongoing
<b>DM-6:</b> Engage with the public at all levels when developing Master Plans or Specific Plans to ensure the Plans are reflective of the community's values.	Community Dev.	Ongoing
<b>DM-7:</b> Require that new development is sustainable and that it provides walkable neighborhoods, and is distinctive and attractive with a strong sense of place.	Community Dev.	Ongoing
<b>DM-8:</b> Collaborate with developers to ensure the preservation of open space, farmland and natural scenic beauties.	Community Dev.	Ongoing
<b>DM-9:</b> Seek funding to fill gaps in sidewalk to create a more walkable community.	Community Dev., Public Works	Ongoing

***GOAL 2- Encourage the development of new industrial and business parks to increase employment opportunities.***

STRATEGIES	Responsible Department	Timeframe/Status (Calendar Years)
<b>DM-10:</b> Seek and encourage high quality business park development by creating incentives that attract industries that provide living wages and quality employment opportunities.	Various	Ongoing
<b>DM-11:</b> Through planning documents, ensure that adequate land is allocated for industrial areas and that they are protected from residential encroachment.	Community Dev.	2020







<b>DM-12:</b> Ensure that City Council and Planning Commission uphold the General Plan to protect industrial and business land use designations.	Community Dev.	Ongoing
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**B. HOUSING**

***GOAL 1- Ensure a balanced community through the adoption of policies that encourage high quality development for individuals of all income levels.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status</b> (Calendar Years)
<b>DM-13:</b> Continue to conduct periodic housing needs assessments.	Community Dev.	Ongoing
<b>DM-14:</b> Partner with organizations that providing affordable housing such as the Imperial Valley Housing Authority to address housing needs.	Various	Ongoing
<b>DM-15:</b> During Zoning Code updates, re-designate areas to incorporate additional mixed used designations and increase housing densities along major transportation corridors to meet the housing allocation under the Regional Housing Needs Assessment Allocation Plan.	Community Dev.	2020
<b>DM-16:</b> Continue to allocate Community Development Block Grant funding for the rehabilitation of homes to eliminate blight and improve housing values.	Community Services	Ongoing
<b>DM-17:</b> Enforce housing design standards to ensure new development is aesthetically pleasing and provides high quality amenities.	Community Dev.	Ongoing

**C. TRANSPORTATION**

***GOAL 1- Improve transportation options and the roadway infrastructure network.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status</b> (Calendar Years)
<b>DM-18:</b> Adopt a Complete Streets policy to enable safe street access for pedestrians, bicyclists and motorists.	Public Works, Community Development	2025
<b>DM-19:</b> Ensure that roadways balance safety and convenience for all users inclusive of pedestrians and bicyclists. Expand ride-sharing within the community by designating ride-sharing locations throughout the City.	Public Works, Community Dev.	Ongoing
<b>DM-20:</b> As the California high-speed rail program expands to the south of the State, explore the possibility of expanding the rail to El Centro.	Various	As feasible
<b>DM-21:</b> Continue to support the County airport to ensure transportation access to El Centro.	City Manager	Ongoing





<b>DM-22:</b> Collaborate with Caltrans in the relinquishment of State highways in El Centro to ensure sufficient funding is allocated to improve the roadways in accordance with City standards.	Public Works	Ongoing
<b>DM-23:</b> Foster relationships with adjoining communities such as Imperial and Heber to improve adjoining roadways.	Public Works	Ongoing
<b>DM-24:</b> Coordinate with Imperial Valley Transit to improve transportation services, infrastructure, and access in the City.	Public Works Community Dev.	Ongoing
<b>DM-25:</b> Integrate monitoring and traffic flow control infrastructure to all signalized arterial intersections.	Public Works	Ongoing
<b>DM-26:</b> Ensure new development provides a roadway network that meets the needs of new development.	Public Works	Ongoing
<b>DM-27:</b> Beautify the City's major thoroughfares through decorative lighting and landscaping. Consider the implementation of "Adopt a Tree Program" to enhance aesthetics along parks and major thoroughfares.	Various	Ongoing
<b>DM-28:</b> Partner with youth organizations or businesses to establish an "Adopt-An- Alleyway" program to clean alleyways by removing weeds, graffiti and solid waste.	Various	Ongoing
<b>DM-29:</b> Except as required by environmental review for new development, limit widening of streets as a means of improving traffic efficiency and focus on operational improvements to preserve community character.	Various	Ongoing
<b>DM-30:</b> Identify and secure new funding sources to fund ongoing routine maintenance of roadways.	Various	Ongoing

***GOAL 2- Support a safe pedestrian and bicycle transportation network for people of all ages and abilities.***

<b>STRATEGIES</b>	<b>Responsible Department</b>	<b>Timeframe/Status</b> (Calendar Years)
<b>DM-31:</b> Establish street typology guidelines that incorporate different modes of transportation such as transit, cycling, and walking.	Public Works	2025
<b>DM-32:</b> Create bus shelter guidelines to enhance transit services in the City.	Public Works	2017
<b>DM-33:</b> Partner and collaborate with schools in ensuring transportation facilities such as sidewalks are adequate for students.	Public Works	Ongoing
<b>DM-34:</b> Create a plan that identifies gaps in sidewalks city-wide.	Community Dev., Public Works	2017
<b>DM-35:</b> Require parking lots to include clearly defined paths of travel for pedestrians to provide a safe path to building entrances.	Community Dev.	2020





<b>DM-36:</b> Implement projects identified in ADA Self-Evaluations and Needs Assessments.	Public Works	Ongoing
<b>DM-37:</b> Require new development to increase connectivity through direct and safe pedestrian connections to public amenities, neighborhoods, shopping, and employment destinations within the City.	Community Dev., Public Works	Ongoing
<b>DM-38:</b> Enhance pedestrian and bicycle crossing and pathways at key location across physical barriers such as arterial roadways to promote safety.	Public Works, Community Dev.	Ongoing
<b>DM-39:</b> Actively engage the community in promoting walking and bicycling through education, outreach, and encouragement on improvement projects and programs	Various	Ongoing

**D. INFRASTRUCTURE**

***GOAL 1- Ensure the City's infrastructure is enhanced and maintained to support existing and future development while controlling costs.***

<b>DM-40:</b> Complete a Master Capital Improvement Project List that identifies capital projects in order of priority and phasing.	Public Works	2022
<b>DM-41:</b> Ensure that public infrastructure is designed to meet planned needs and to avoid the need for future upsizing. Maintain a balance between meeting future growth and over-sizing infrastructure to avoid fiscal impacts or impacts to other utility goals.	Public Works	Ongoing
<b>DM-42:</b> Require new development to pay its fair share of, or to extend or construct, improvements to the City's infrastructure.	Public Works	Ongoing
<b>DM-43:</b> Continue to maintain facilities to meet the community's needs.	Public Works	Ongoing
<b>DM-44:</b> Pursue Federal and State grants in an effort to improve infrastructure and reduce costs to the community.	Public Works	Ongoing







## 5. COMMUNITY PRIDE & SPIRIT

**GOAL 1- Ensure a sense of cohesiveness amongst El Centro residents.**

STRATEGIES	Responsible Department	Timeframe/Status
<b>CP-1:</b> Establish a comprehensive branded identity for the City that reflects and highlights what El Centro currently is and inspires what it can be in the future.	Various	2018
<b>CP-2:</b> Install new signage along major entryways, specifically, near freeway corridors that identify key locations.	Various	Ongoing
<b>CP-3:</b> Incorporate public art reflective of the community's values in City right of ways.	Various	Ongoing
<b>CP-4:</b> Continue to hold annual community events that bring the community together.	Various	Ongoing
<b>CP-5:</b> Celebrate El Centro's history by holding events within the City's downtown area.	Community Services	Ongoing





## VIII. ACKNOWLEDGEMENTS

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