

# STATE OF THE CITY



CALIFORNIA  
**NATIONAL CITY**  
1887  
INCORPORATED

# 2020



Veterans Memorial A

## ECONOMIC INDICATORS



**1%**  
Average  
Population Growth

Commercial  
Vacancy Rate  
**2.4%**



Unemployment Rate

**3.9%**  
National City

State of  
California  
**4.0%**

San Diego  
County  
**3.1%**



**1,809** Business Licenses

## CITY OPERATIONS



**\$3M**

Local Road Investments

Property Tax  
Revenue Increase  
Over 2018 **2%**



**822**

Building Permits Issued



Traffic  
Signal  
Upgrades **\$3M**

**\$106M**

**2019/2020**  
Total Operating Budget

## CITY SERVICES



**8,401**

Fire Calls for Service



**58,677**

Police Calls for Service

**1,400**

Recreation  
Program  
Participants

Potholes Filled



**1,591**

Senior  
Nutrition  
Center



**37,000**

Meals Served

**17,500**

Meals Delivered

**\$20M**

Total Grant Awards

# *This list highlights some of the City's many accomplishments in 2019.*

## *As a community we celebrate these successes.*

### ***Balanced Budget & Economic Development***

- Received Certificate of Achievement for Excellence in Financial Reporting
- Burlington Coat Factory, Esquina Vintage Coffee, Funky Fries & Burgers, Mi Pana, Burros and Fries, Gerry's Grill

### ***Communications & Outreach***

- Responded to 2,000 online customer service requests
- Coordinated 4 Community Breakfasts
- Expanded our social media presence to include Instagram

### ***Health, Environment & Sustainability***

- Received the Beacon Spotlight Award for implementation of the Climate Action Plan
- Community flu vaccination program in partnership with Point Loma Nazarene University provided vaccines to 280 people
- Added/expanded wireless access at Senior Center, Casa de Salud, Nutrition Center
- Renovated the George H. Waters Nutrition Center facility

### ***Housing & Community Development***

- Incidents of graffiti removed 9,971
- Community Service Day: recycled 996 pounds of e-waste, 2 tons of paper shredded, 27 tons of trash collected
- Removed abandoned/unsafe vehicles 264
- Initiated development of 205 affordable housing units and new Kimball Senior Center as part of Kimball Highland Master Plan

### ***Parks & Recreation***

- Community Center Admissions 57,000
- Special Event Attendance 8,200
- Recreation Program Participants 1,400
- Swim Lesson Participants 2,600
- Lap Swim, Recreational Swim, Team Rentals 22,400
- Nutrition Center Senior meals served 37,000
- Nutrition Center meals delivered 17,500
- Fields Used by 515 youth

### ***Library***

- Introduced 3D Modeling and Printing classes to 867 computer lab users
- Launched English as a Second Language pilot program for adults 67 ESL learners
- Completed the digitization and online access of over 700 historic photos
- Sponsored 258 children programs/activities attended by 6,362 parents and children

### ***Public Safety / Fire & Police***

- Fire Calls for service 8,401
- Fire inspections completed 827
- Weed abatement inspections 582
- New fire engine entered service to enhance community protection
- New Firefighters hired 4
- Crime rate at historic low
- Calls for Police Service 58,677
- New Police Officers hired 12
- Volunteer hours at Police Department 2,764

### ***Transportation Choices & Infrastructure***

- Traffic Signal Upgrades \$3 million
- Competitive grant awards secured \$20 million
- Roadway, sidewalk and drainage improvement projects completed by City Public Works crews \$200,000
- Harbison Avenue Traffic Calming \$360,000
- Trees trimmed 2,400
- Potholes filled 1,600
- Sewer lines cleaned 195,000 linear feet



**We pledge to provide *Customer Service*  
through a *Culture* of...**

***Courtesy***

**We treat everyone with dignity and respect.**

***Collaboration***

**We work to achieve common goals and value our differences.**

***Communication***

**We communicate openly, honestly, and with clear, consistent messages.  
with a *Commitment* to our *Community*!**

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Mayor

**Alejandra Sotelo-Solis**

Vice- Mayor

**Mona Rios**

*Council Members*

**Jerry Cano - Ron Morrison - Gonzalo Quintero**

Brad Raulston, *City Manager*

Tony Winney, *Assistant City Manager*

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