



Think Inside the Triangle™

# City of Tracy

## City Pride

KEEPING RESIDENTS INFORMED INSIDE THE TRIANGLE

SUMMER EDITION 2010

## Centennial Celebration

On July 22, 2010 the City of Tracy celebrated its 100th birthday. Since our beginning Tracy has had a strong identity. Our city was established by the Central Pacific Railroad due to its ideal location as a transit hub. J.H. Stewart, the railroad's superintendent, had great respect for Lathrop J. Tracy, an Ohio merchant. Stewart honored his friend and mentor by naming the town after him. Stores, houses, hotels and other buildings were lifted and moved by mule and wagon from nearby Ellis, hence, the town of Tracy sprang up in just a few short months. Between 1990 and 2004, our

population more than doubled as people arrived from the Bay Area seeking a hometown feeling and a more relaxed way of life. This growth brought increased numbers of young families to Tracy, broadened our ethnic diversity and increased percentages of home ownership and household size. Our economy has also diversified. From its roots in agriculture and railroads, to its present day identity as a distribution center for many corporations, to its current initiatives to attract further businesses and scientific industries, including green and sustainability related businesses—

we know how to keep pace with the times. Like the historical naming of our town, Tracy has a custom of honoring its friends and neighbors. We are known for our hospitality and charity. By faith or by principle, giving is a strong value in Tracy. When a crisis or common cause emerges, we rise to the occasion, making sure that we take care of each member of our community. Join the celebration at the 24th Annual Tracy Dry Bean Festival on September 11-12, 2010 from 10 a.m. to 6 p.m. in Downtown Tracy.



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*City Pride is published for the residents of Tracy. We encourage you to contact us with your questions and comments. We request all correspondence be sent to: City Manager's Office, City of Tracy, 333 Civic Center Plaza, Tracy, CA 95376 or visit the City website at: [www.ThinkInsideTheTriangle.com](http://www.ThinkInsideTheTriangle.com).*

## Survey Says...

During the month of June 2010, the City commissioned Godbe Research to conduct a resident survey that would gauge residents' opinions on a variety of issues related to service priorities, including determining whether the expense of putting a measure on the November 2, 2010 ballot is justified. The survey found that Tracy residents want their local City services protected and maintained. In fact, 62% of likely voters would support a temporary, ½ cent local sales tax measure with a 5 year sunset clause to help fund

services such as maintaining firefighters and police officers, 9-1-1 emergency response services, neighborhood police patrols, fire protection, emergency medical services and other general fund services. Money from such a temporary measure would be legally required to be spent for the Tracy community, could not be taken by Sacramento or the County, and would ensure local control over the funds generated to maintain city services. This type of ballot measure requires a simple majority vote to pass.



Did you know the City of Tracy provides free landscape audits? To schedule an audit of your home water usage call, 209-831-4333.



In today's economic uncertainty, cities throughout CA are forced to rethink core services and service delivery to residents. Tracy is no exception to this process.

Did you know that over 80% of the City's General Fund Tax Revenue goes to fund police and fire services including: police patrol, 9-1-1, police command, gang/narcotics enforcement, crime investigations, fire protection and emergency services. To balance the budget, some of these, and other general services may need to be cut unless additional revenue sources can be identified.

## City Budget Update Our Current Fiscal Situation

*"Without additional revenue, we will have to cut another \$4.8 million from general services such as police, fire, parks, seniors and youth to close our current budget gap, affecting our ability to continue providing these programs at levels desired by the community,"*

According to a recently commissioned independent survey of Tracy residents, the following are some of the community's priorities: Improve the local economy; Maintain firefighters and police officers, 9-1-1 police response services, neighborhood police patrols, fire protection, and maintain emergency medical services.

In addition to service priorities, the survey asked an array of questions in regards to potential funding solutions. The previous article clearly shared that residents would support a temporary 1/2 cent sales tax measure with a 5 year sunset to maintain local city services. This type of measure requires a simple majority for passage.

We're happy to hear that residents are willing to work with the city in the next couple of years.

MARIA HURTADO  
ASSISTANT CITY MANAGER

A 5-year, temporary revenue measure would help the City to maintain current levels of public safety and police services, including neighborhood patrols, crime prevention, investigation programs, and 9-1-1 response times. As part of the City's regular Speakers Bureau Program, our City staff, including our Police and Fire Chiefs, is giving a

series of Community Presentations on these issues. If you would like us to visit your neighborhood or civic organization, please call (209) 831-6113 or email: [cm@ci.tracy.ca.us](mailto:cm@ci.tracy.ca.us). We look forward to your perspectives and questions. We will continue to keep you informed.

## RETHINKING SERVICE DELIVERY



The recession and state takeaways have reduced Tracy's funding and revenue. To balance our budget over the last few years, Tracy has cut spending by \$5 million a year, eliminating 16% of the workforce, including police officers, firefighters, parks, recreation, and maintenance staff.

## City Embraces iPhone Technology

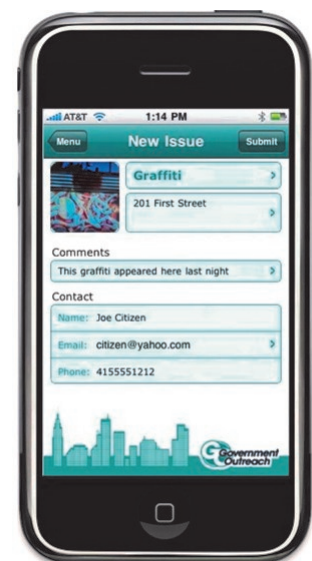
The City of Tracy has joined a mobile app for iPhones titled "GOrequest". GOrequest allows residents to report neighborhood issues like potholes, barking dogs, and graffiti with a tap of a button 24/7. iPhone users can download the app for FREE. Residents then simply, open the app, select an issue, take a picture and tap submit - using technology, the location is automatically detected and the service request is sent to the appropriate City department.

"Our residents told us they wanted iPhone convenience to report issues whenever or wherever they are," noted Mayor Brent Ives. "This technology also improves our ability to serve the community efficiently which is very important especially during our tight budgets and general economic climate," Ives added.

The GPS and camera features built into the iPhone make it easy for residents to alert Tracy officials about a variety of issues around the clock while they're mobile. Residents will find peace of mind, knowing that their issue is sent directly to the right department and staff person. Residents are also able to receive status updates.

This free iPhone app can be downloaded from the iPhone App Store by searching for 'GOrequest', or by going to the City's website at: [www.ThinkInsideTheTriangle.com](http://www.ThinkInsideTheTriangle.com)

The iPhone app is the latest enhancement to the City's, citizen relationship management (CRM) solution from Government Outreach, Inc.



[www.ThinkInsideTheTriangle.com](http://www.ThinkInsideTheTriangle.com)