



# PY 2025-2029 SAN MARCOS CONSOLIDATED PLAN

FOR

UNITED STATES  
DEPARTMENT OF  
HOUSING AND URBAN  
DEVELOPMENT  
FUNDING PROGRAMS

**CITY OF SAN MARCOS**

**APRIL 2025**

Consolidated Plan

OMB Control No: 2506-0117 (exp. 09/:



The Draft FY 2025-FY 2029 Consolidated Plan/2025-2026 Annual Action Plan is available for public review and comment beginning Monday, April 14, 2025, for a minimum 30-day period. Draft documents are available on the City’s website at <https://www.san-marcos.net/CDBG>. The public is encouraged to review the documents and provide written comments via email at [neighborhoodservices@san-marcos.net](mailto:neighborhoodservices@san-marcos.net).

Revision Number	Upload Date
1	
2	
3	
4	

# Table of Contents

<a href="#">Table of Contents</a>	iii
<a href="#">Executive Summary</a>	1
<a href="#">ES-05 Executive Summary – 24 CFR 91.200(c), 91.220(b)</a>	1
<a href="#">The Process</a>	4
<a href="#">PR-05 Lead &amp; Responsible Agencies - 91.200(b)</a>	4
<a href="#">PR-10 Consultation - 91.100, 91.110, 91.200(b), 91.300(b), 91.215(l) and 91.315(l)</a>	6
<a href="#">PR-15 Citizen Participation - 91.105, 91.115, 91.200(c) and 91.300(c)</a>	9
<a href="#">Needs Assessment</a>	15
<a href="#">NA-05 Overview</a>	15
<a href="#">NA-50 Non-Housing Community Development Needs - 91.415, 91.215 (f)</a>	16
<a href="#">Housing Market Analysis</a>	19
<a href="#">MA-05 Overview</a>	19
<a href="#">MA-45 Non-Housing Community Development Assets - 91.410, 91.210(f)</a>	20
<a href="#">MA-50 Needs and Market Analysis Discussion</a>	26
<a href="#">MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)</a>	27
<a href="#">MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3) Describe the jurisdiction's increased natural hazard risks associated with climate change.</a>	28
<a href="#">Strategic Plan</a>	31
<a href="#">SP-05 Overview</a>	31
<a href="#">SP-10 Geographic Priorities - 91.415, 91.215(a)(1)</a>	32
<a href="#">SP-25 Priority Needs - 91.415, 91.215(a)(2)</a>	34
<a href="#">SP-65 Lead-based Paint Hazards - 91.415, 91.215(i)</a>	46
<a href="#">SP-70 Anti-Poverty Strategy - 91.415, 91.215(j)</a>	46
<a href="#">SP-80 Monitoring - 91.230</a>	47
<a href="#">Expected Resources</a>	48

<a href="#">AP-15 Expected Resources - 91.420(b), 91.220(c)(1,2)</a> .....	48
<a href="#">Annual Goals and Objectives</a> .....	51
<a href="#">AP-35 Projects - 91.420, 91.220(d)</a> .....	55
<a href="#">AP-38 Project Summary</a> .....	<b>Error! Bookmark not defined.</b>
<a href="#">AP-50 Geographic Distribution - 91.420, 91.220(f)</a> .....	61
<a href="#">AP-85 Other Actions - 91.420, 91.220(k)</a> .....	61
<a href="#">Program Specific Requirements</a> .....	64

DRAFT

# Executive Summary

---

## ES-05 Executive Summary – 24 CFR 91.200(c), 91.220(b)

### 1. Introduction

The City of San Marcos (“City”) is in the central North County region in San Diego County and is bounded by the cities of Escondido to the east and Vista to the west. The City was incorporated in 1963 and covers 24 square miles. Since 2013, the San Marcos population has increased approximately 10 percent. According to the 2019-2023 ACS, the current City population is 94,078. San Marcos is a majority-minority city, meaning that no single race or ethnic group comprises more than 50 percent of the total population. According to 2023 ACS estimates, 44 percent of the population was White, 37 percent was Hispanic or Latino, and 11 percent was Asian. This race and ethnicity breakdown is like neighboring cities. The median age in San Marcos is 36.8, slightly younger than the median of 37.1 countywide. Over a quarter (25.6 percent) of the population in the City is under the age of 18. Another 13 percent are aged 65 and older. The proportion of the City population under the age of 18 has remained relatively constant over the past 10 years. In 2013, 25.7 percent of the population was under the age of 18. Conversely, the population aged 65 and older increased during this period, from 10.7 percent in 2013. Residents benefit from being in North County’s educational hub with 8 academic institutions located in the City, having an excellent transportation network featuring the North County Sprinter light rail line, a diverse housing stock, and exceptional community recreation programs. The City receives CDBG funding directly from HUD. It doesn’t receive HOPWA or ESG funding. The City also doesn’t receive HOME funds from HUD. The City is a member agency of the County of San Diego’s HOME Consortium (County Consortium) for the pooled use of federal HOME funds. The City does not have a public housing authority. The Housing Authority of the County of San Diego (HACSD) serves as the City’s public housing authority. The HACSD, along with the City’s development of affordable housing, assists the City in meeting its ConPlan and AAP goals by providing housing assistance to the City’s low and moderate-income residents. The FY 2025-FY 2029 ConPlan details the federal and non-federal housing and community development resources used to help meet the needs of the City’s low-and moderate-income residents. For FY2025/26, the City of San Marcos will receive \$662,800. The FY 2025/26 expenditures are detailed in the City’s FY25 Annual Action Plan, section AP-35.

## **2. Summary of the objectives and outcomes identified in the Plan Needs Assessment Overview**

The FY 2025-FY 2029 ConPlan details the federal and non-federal housing and community development resources used to help meet the needs of the City's low-and moderate-income residents. For FY2025, the City of San Marcos will receive \$662,800. The FY 2025 expenditures are detailed in the Annual Action Plan, section AP-35.

## **3. Evaluation of past performance**

The City is required to submit an annual Consolidated Annual Performance and Evaluation Report (CAPER) as part of the ConPlan process. The CAPER includes how funds were used, the number of households or individuals that benefited from the funds, and the progress toward meeting the City's annual goals for housing and community development activities. These reports are reviewed by the City Council and posted on the City's website. For the past five years, HUD has determined that "the City has the continuing capacity to administer the CDBG program, that the activities undertaken were consistent with the City's ConPlan and the City continued to make progress towards meeting its housing and community development goals."

Below is a summary of the accomplishments from FY 2020/21 to FY 2023/24:

- 1,325 persons assisted through ADA improvements to facilities and infrastructure (CDBG)
- 83 residents assisted through fair housing services (CDBG)
- 761 persons assisted through non-profit coordination for public services (CDBG)
- 61 persons assisted by the overnight shelter for persons experiencing homelessness

The HACSD, along with the City's development of affordable housing, assists the City in meeting its ConPlan and AAP goals by providing housing assistance to the City's low and moderate-income residents.

The San Marcos Community Foundation (SMCF) provides grants to local non-profit agencies serving the City's low- and moderate-income communities. The populations served include seniors, persons with disabilities, low-income students, foster youth and persons experiencing homelessness.

## **4. Summary of citizen participation process and consultation process**

Citizen participation is a required component of the CDBG program and the ConPlan and AAP development process. A needs assessment is conducted to gather public input on the needs of the City's low-and moderate-income community and the priorities for the expenditure of CDBG funds. This assessment typically includes both passive and active outreach to the community.

Passive outreach includes a needs assessment survey, in both English and Spanish, posted to the City's website. Surveys are also distributed at local facilities, public meetings and workshops. Active outreach to the community includes presentations at local public meetings and public hearings before the San Marcos City Council.

The City conducted two community outreach workshops, one in-person and one virtually, and one stakeholder input workshop. The in-person community workshop was held on October 10, 2024, and was offered in English and Spanish. Attendants were asked to participate in a discussion and voting exercise on community needs. Residents emphasized the need for more affordable housing opportunities. Other important issues included services for persons with disabilities, assistance for unhoused populations, home rehabilitation programs, and fair housing services such as tenant/landlord mediation.

A virtual community workshop was held on October 15, 2024. Participants were asked to participate in a discussion and poll related to community needs. Participants emphasized the need for affordable housing, including housing for first-time homebuyers, families, and seniors. Residents also mentioned a need for improved bicycle infrastructure and street lighting. Residents indicated there is a need for a temporary shelter, services for victims of domestic violence, and mobility improvements for persons with disabilities.

A stakeholder workshop was conducted on October 16, 2024. Participants were asked to discuss community needs and complete various polling questions. New affordable housing opportunities tended to be the top priority for most participants. Participants indicated there is a need for home rehabilitation services and services for persons experiencing homelessness in San Marcos. Other needs included mobility and transportation improvements and senior services.

As mentioned above, the City conducted a Community Needs Survey. The survey received 216 responses. The survey results showed that senior centers and health care facilities were the top public facility needs, sidewalk improvements were the top public infrastructure need, senior housing and affordable rental housing were the top housing needs, fair housing services, code enforcement, and homebuyer assistance were the top housing service needs, trash and debris removal and tree planting were the top neighborhood service needs, senior services, mental health services, and transport services were the top public service needs, and jobs were the top business service needs.

## **5. Summary of public comments**

To be provided upon close of the public comment period.

## **6. Summary of comments or views not accepted and the reasons for not accepting them**



## 7. Summary

The City's ConPlan will strive to address the following areas of need over the next five years:

- Public infrastructure
- Community facilities
- Affordable housing
- Public services

# The Process

## PR-05 Lead & Responsible Agencies - 91.200(b)

### 1. Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
CDBG Administrator	SAN MARCOS	Administrative Services

Table 1– Responsible Agencies

### Narrative

The City of San Marcos is the lead agency responsible for the preparation and administration of the ConPlan, corresponding Annual Plans, CAPERs, and the execution of the CDBG program. The County of San Diego is the lead agency for HOME funding and the City is a member of the County of San Diego's HOME consortium. The Housing Authority of the County of San Diego (HASCD) serves as the City's public housing agency and administers the Section 8 rental assistance program for San Marcos residents. The implementation of activities funded by the CDBG program may include consultation with City Administration, Community Services, Economic Development, and Public Works.

### Consolidated Plan Public Contact Information



Quinton Hufferd  
Sr. Management Analyst  
City of San Marcos  
1 Civic Center Drive  
San Marcos, CA 92069-2918  
(760) 744-1050 x3118  
qhufferd@san-marcos.net

DRAFT

# PR-10 Consultation - 91.100, 91.110, 91.200(b), 91.300(b), 91.215(I) and 91.315(I)

## 1. Introduction

The City of San Marcos consulted with agencies and non-profits that offer programs and assistance to the City's residents. No agency or organization was purposely excluded from providing input on the Annual Action Plan.

**Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(I)).**

The Housing Authority of the County of San Diego (HACSD) serves as the City's public housing agency. The City of San Marcos does not operate its own public housing agency. The HACSD is committed to enhancing coordination among housing providers, private and governmental health agencies, and the business and nonprofit communities. This is evidenced by the many boards, commissions, and committees that serve in an advisory capacity to the County, assist in planning decisions, and often benefit from County representation and resources. County staff participates in and/or supports standing and special citizen boards, commissions, committees and task forces formed to advise the Board of Supervisors on issues and policies and to serve as links to the community. County committees are created as a result of state and federal legislation, agreements with public or private agencies and local needs. Boards, commissions and committees advise the Board of Supervisors on issues related to community needs throughout the county. HACDS is a department within the County's Health and Human Services Agency (HHS), which provides vital health and social services to over 3.3 million residents. As matrix organization, the Agency is made up of Service Departments that develop services and policies governing HHS programs and Regional Operations (Regions) that deploy customer service processes throughout the county and convene community leaders. Service Departments include Aging and Independent Services, Behavioral Health Services, Child Welfare Services, Public Health Services, and Self-Sufficiency Services.

**Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness**

The Housing Authority of the County of San Diego (HACSD) serves as the City's public housing agency. In January 2017, the Regional Task Force on the Homeless (RTFH) merged with the San Diego Regional Continuum of Care Council (RCCC) to become the region's Continuum of Care. The retooled RTFH is a major stakeholder in addressing homelessness throughout the region and

its relationship with the County and other jurisdictions in the region. The County is an active member of the RTFH, with a Board Supervisor currently serving as the RTFH Governance Board Vice-Chair. The RTFH meets on a monthly basis to identify gaps in homeless services, establish funding priorities, and to pursue an overall systematic approach to address homelessness. During these meetings, jurisdictions consult with the RTFH to develop cooperative plans and strategies that leverage resources to provide emergency shelter and rapid re-housing services. The County's participation in this forum ensures that its efforts to address homelessness using HUD entitlement funds and other resources are aligned with the region's priorities and respond to the most critical needs.

**Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS**

The Housing Authority of the County of San Diego (HACSD) serves as the City's public housing agency. The City of San Marcos does not receive EDG funds. According to the County of San Diego, ESG is designed to support the first steps in preventing homelessness and to help people experiencing homelessness move toward safe and healthy living. ESG funds can be used by emergency shelter operators and other service providers for activities such as street outreach, homelessness prevention, rapid re-housing and data collection. Each year, the County receives ESG funding from HUD. There are four types of programs in San Diego County currently funded with ESG funds: Rapid Re-housing, Homeless Prevention, Emergency Shelter, and Street Outreach. The County, as the Administrative Entity for the Continuum of Care Allocation, also receives funding from the State of California to carry out the State ESG program in the San Diego region.

**2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdictions consultations with housing, social service agencies and other entities**

<b>Agency/Group/Organization</b>	<b>Agency/Group/Organization Type</b>	<b>What section of the Plan was addressed by Consultation?</b>	<b>How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?</b>
City of San Marcos	Development Services Dept, Economic Development Dept	Needs Assessment Housing Market Analysis, Non-Housing Community Development Assets	Provided local data on housing needs and economic development for ConPlan development.
County of San Diego	Housing and Community Development, Office of Emergency Services	Needs Assessment, Housing Market Analysis, Broadband Needs of LMI Households, Hazard Mitigation	Provided localized data for needs assessment, housing needs, broadband needs and hazard mitigation for ConPlan development.
San Marcos Mobile home Resident Association	Housing	Needs Assessment	Provided insights on needs for mobile and manufactured home residents.
Boys and Girls Club of San Marcos	Services – Children	Needs Assessment	Provided insights on needs for youth services and childcare.
San Marcos Community Foundation	Other government – Local	Needs Assessment	Provided local data on non-profit needs related to children and youth, education, seniors, and health and well-being.
Upwards	Services – Children	Needs Assessment	Provided insights on needs for youth services and childcare.
TrueCare	Services – Healthcare	Needs Assessment	Provided local knowledge on needs for health care services.
Susan Bower Consulting	Services – Homeless	Needs Assessment	Provided local knowledge on needs for unhoused populations.
Project Next	Services – Education	Needs Assessment	Provided insights on educational attainment needs for youth.
Community Resource Center	Services – Homeless	Needs Assessment	Provided local knowledge on needs for unhoused populations including victims of domestic violence.
Casa de Amparo	Services – Children	Needs Assessment	Provided local knowledge on needs for victims of child abuse and neglect.

Hope Through Housing	Housing	Needs Assessment	Provided local insights on housing needs for low-income households.
----------------------	---------	------------------	---

**Table 2– Agencies, groups, organizations who participated**

**Identify any Agency Types not consulted and provide rationale for not consulting**

**Other local/regional/state/federal planning efforts considered when preparing the Plan**

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
San Marcos 2021-2029 Housing Element	City of San Marcos	Provided housing-related data, and policy direction on housing-related issues.
San Marcos Draft General Plan and Existing Conditions Reports	City of San Marcos	Provided information on hazard management, environmental justice, and other community development issues.

**Table 3– Other local / regional / federal planning efforts**

**Describe cooperation and coordination with other public entities, including the State and any adjacent units of general local government, in the implementation of the Consolidated Plan (91.215(I))**

**Narrative**

## **PR-15 Citizen Participation - 91.105, 91.115, 91.200(c) and 91.300(c)**

### **1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting**

Citizen participation is a required component of the CDBG program and the ConPlan and AAP development process. A needs assessment is conducted to gather public input on the needs of the City's low-and moderate-income community and the priorities for the expenditure of CDBG funds. This assessment typically includes both passive and active outreach to the community. Passive

outreach includes a needs assessment survey, in both English and Spanish, posted to the City's website. Surveys are also shared at local facilities, public meetings at workshops.

As described above, two community workshops and one stakeholder workshop were conducted in preparation of this ConPlan.

DRAFT

## Citizen Participation Outreach

DRAFT



Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
1	Community Workshop	San Marcos Residents	9 attendees	The most common comment was regarding a need for more affordable housing opportunities. Other important issues included services for persons with disabilities, assistance for unhoused populations, home rehabilitation programs, and fair housing services such as tenant/landlord mediation.		

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
2	Community Workshop	San Marcos Residents	12 attendees	Participants emphasized the need for affordable housing, including housing for first-time homebuyers, families, and seniors. Residents also mentioned a need for improved bicycle infrastructure and street lighting. Residents indicated there is a need for a temporary shelter, services for victims of domestic violence, and mobility improvements for persons with disabilities.		

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
3	Stakeholder Workshop	Stakeholders/Service Providers	13 attendees	New affordable housing opportunities tended to be the top priority for most participants. Participants indicated there is a need for home rehabilitation services and services for persons experiencing homelessness in San Marcos. Other needs included mobility and transportation improvements and senior services.		

**Table 4– Citizen Participation Outreach**

# Needs Assessment

---

## NA-05 Overview

### Needs Assessment Overview

The primary source of data used in this needs assessment are HUD Comprehensive Housing Affordability Strategy (CHAS) special created through U.S. Census Bureau's American Community Survey (ACS) that incorporate HUD-specified criteria relating to housing needs, HUD-defined income limits and household types. Most of this data comes from the ACS 2016-2020 estimates. According to HUD CHAS data, there are a total of 29,750 households in San Marcos. Of the 29,750 households, 63 percent are owners and 37 percent are renters. Citywide, approximately 46 percent of households are considered low- or moderate-income, earning less than 80 percent of the area median income (AMI). Nearly 65 percent of renters are low- or moderate-income households compared to only 34 percent of owner households. HUD's Community Development Block Grant program funding is dependent on the number of lower income residents.

Owners and renters experience housing problems at different rates. As described by HUD, the four housing problems are:

- Incomplete kitchen facilities,
- Incomplete plumbing facilities,
- More than one person per room, and
- Cost burden greater than 30 percent.

The cost burden is the ratio of housing costs to household income. For renters, housing cost constitutes gross rent (contract rent and utilities). For owners, housing cost is "select monthly owner costs", which includes mortgage payments, utilities, association fees, insurance, and real estate taxes. Of the 29,750 households citywide, 44 percent have at least one of the four defined housing problems. Renter households have a higher rate of housing problems (63 percent) compared to owners (33 percent). Severe housing problems, incomplete kitchen facilities, incomplete plumbing facilities, more than 1.5 persons per room, and cost burden greater than 50 percent, are also more common amongst renters than owners. Approximately 41 percent of renter households experience one or more severe housing problems compared to only 17 percent of owner households.

**If the PJ will establish a preference for a HOME TBRA activity for persons with a specific category of disabilities (e.g., persons with HIV/AIDS or chronic mental illness), describe their unmet need for housing and services needed to narrow the gap in benefits and services received by such persons. (See 24 CFR 92.209(c)(2) (ii))**

Not applicable.

## **NA-50 Non-Housing Community Development Needs - 91.415, 91.215 (f)**

### **Describe the jurisdiction's need for Public Facilities:**

Public facilities offer a range of services for all residents and typically include neighborhood parks, recreation facilities, and community centers. In 2021, the City drafted an Existing Conditions Report in preparation for a General Plan Update. The Existing Conditions Report assessed various community development needs including public facilities. According to the Existing Conditions Report, the City is currently meeting its needs through its own fire response resources and using its neighbors in the regional mutual aid system for assistance on catastrophic emergencies. It also found that the deployment system largely meets the City's current demands but needs small adjustments to best meet the ongoing needs of the population and for San Marcos to be protected against risks.

The 2021 Existing Conditions Report also identified that the current distribution of park acreage per 1,000 residents is at least 3.51 acres, exceeding the Statewide Park Program standard of three acres per 1,000 residents but below the City's current official parkland standard of five acres per 1,000 residents.

There are 12 elementary, three middle, two comprehensive high, one alternative high, and one adult education school included in the San Marcos Unified School District (SMUSD). There are also several private and religious academic schools in the City. California State university San Marcos, Palomar College, and the University of St. Augustine are in the City. The City is served by the San Diego County Library (SDCL), San Marcos Branch and the San Marcos Community Center. Additional library resources are available at CSUSM and Palomar College. The 2021 Existing Conditions Report does not indicate that these public facilities are not adequately serving San Marcos residents.

Public improvements are generally considered a higher priority than new public facilities. Public improvements are described below.

CDBG funds may be used to finance needed improvements or provide new facilities. The City's Park Master Plan was updated in 2018 and presents a vision of the parks and recreational future for the City of San Marcos. The Parks Master Plan Update recommends several small changes to existing park facilities, as well as the consideration of larger and more significant changes to those parks. Recommendations outlined in the Parks Master Plan Update range from minor modifications such as additional lighting and restriping to more sizable improvements including the construction of a new gym or sports field. Recommendations outlined in the Parks Master Plan Update would be eligible for CDBG funding over the course of this Consolidated Plan. The Consolidated Plan community survey ranked health care facilities and senior centers as the top public facility needs.

### **How were these needs determined?**

The City of San Marcos completed an Existing Conditions Report in preparation for a General Plan Update. The Existing Conditions Report assessed community needs, including public facilities. Proposed public

facility improvements are documented in the City's Capital Improvement Program (CIP). The CIP needs were also determined through a thorough assessment of a backlog of deferred community needs assessment and consultations with other City divisions.

The Parks Master Plan, updated in 2018, also included extensive community input gathered through a community-wide telephone survey, open and advertised community meetings, staff outreach meetings, and smaller focus groups with different parks and recreation constituencies.

During preparation of this ConPlan, the City also conducted a Community Needs Assessment Survey.

### **Describe the jurisdiction's need for Public Improvements:**

Public improvements affect the quality of life for all residents. ADA public improvements assist the severely disabled residents in the City of San Marcos. The City has included a Citywide ADA Infrastructure Improvements project in its 2024-2025 CIP Plan. The 2021 Existing Conditions Report identifies areas where there are areas where sidewalk is not present, including but not limited to, Twin Oaks Valley Road, North Rancho Santa Fe overpass, and Borden Ranch Road. The Existing Conditions Report found that sidewalks are generally in good condition, free of cracks or uplifts. Additionally, marked crosswalks are consistently provided at intersections across the City.

### **How were these needs determined?**

The City completed an Existing Conditions Report in 2021 for the General Plan Update. The Existing Conditions Report assessed public infrastructure including areas in need of public improvements. Public outreach was also conducted in preparation of this ConPlan. The Community Needs Survey conducted for this ConPlan found that sidewalk, street lighting, and accessibility improvements were the highest priority items related to public improvements. The City consults the ADA Transition Plan Update for ADA public improvements and prioritizes our low-and moderate-income neighborhoods for CDBG-funded public improvements.

### **Describe the jurisdiction's need for Public Services:**

While the City no longer contracts with 2-1-1 San Diego, 2-1-1 continues to provide referrals for San Marcos residents seeking services for help with basic needs. The data provided by 2-1-1 provides an ongoing needs assessment of the City's low- and moderate-income community. The majority of 2-1-1 callers have a need that is related to financial difficulty; whether their need is housing, food, or healthcare, all of these have a financial basis. As discussed above, Hispanic (41 percent) and White (29 percent) callers represent the largest proportion of 2-1-1 callers. Women (67 percent) and persons aged 30 to 59 also represent the largest shares of callers. Over a third of clients are low-income earners, earning below 50 percent of the federal poverty level. These demographics show that the City of San Marcos' lowest income residents are calling 2-1-1 for assistance. The City of San Marcos conducted workshops, and a Community Needs Survey for this ConPlan period. The survey results showed that senior centers and health care facilities were the top public facility needs, sidewalk improvements were the top public infrastructure need, senior housing and affordable rental housing were the top housing needs, fair housing services,

code enforcement, and homebuyer assistance were the top housing services needs, trash and debris removal and tree planting were the top neighborhood services needs, senior services, mental health services, and transport services were the top public services needs, and jobs were the top business service needs. The ConPlan priorities identified will guide the allocation of funds in each of the five Annual Action Plans associated with the new ConPlan. Given the limited amount of CDBG funds allocated to the City of San Marcos and the loss of state redevelopment agency funds, not all the identified needs and priorities may be funded.

**How were these needs determined?**

Needs identified in the community/stakeholder workshops and Community Needs Survey were used to determine the need for public services in addition to findings from the recently updated General Plan Existing Conditions Report.

**Based on the needs analysis above, describe the State's needs in Colonias**

Not applicable.



# Housing Market Analysis

---

## MA-05 Overview

### Housing Market Analysis Overview:

According to the 2022 5-year ACS estimates, there are a total of 31,896 housing units and 30,503 households in San Marcos. Based on these estimates, the City has a vacancy rate of approximately 4.4 percent. According to SANDAG, San Diego's regional Planning Agency, healthy housing markets are expected to have vacancies which allow individuals to move closer to work or school, or to move to a larger or smaller residence based on their current need. SANDAG estimates that a healthy vacancy rate is approximately 5 percent. Based on 2022 ACS estimates, the City's vacancy rate of 4.4 percent is lower compared to the San Diego County's vacancy rate of 6.5 percent. The National Association of Homebuilders (NAHB) estimated that only 37.7 percent of new and existing homes sold between October and December of 2023 were affordable to families earning the national median income. Cuts in Federal and State funding for affordable housing have reduced the City's ability to construct affordable housing.

According to the most recent (2023) HUD CHAS data, nearly 40 percent of all low-income households, including 67.5 percent of extremely low-income households, are severely cost burdened, paying more than 50 percent of their income in housing costs in San Diego County. In comparison, only 23.4 percent of extremely low-income households in San Marcos are severely cost burdened.

The City has created over 3,300 affordable housing units, both rental and for sale, since 1991. The housing stock in San Marcos has a share of detached single-family housing units (51.4 percent) comparable to the County (51.3 percent) and a slightly higher share of single-family attached units (10.7 percent compared to 10 percent). The City has a significantly larger share of mobile and other home types (11.3 percent) compared to the County (3.5 percent).

Growth in housing generally correlates with increases in job creation and population. San Marcos has seen both its population and housing stock increase at faster rate than the region given its opportunities for new development, as compared to other cities in the region. Home price growth has moderated, after a strong recovery following the last economic downturn. In 2022, the median home sale price in San Marcos was \$835,000, slightly higher than \$725,000 countywide.

# MA-45 Non-Housing Community Development Assets - 91.410, 91.210(f)

## Introduction

The tables in this section contain information about the economic development landscape in San Marcos. The data provided by HUD for this ConPlan is based on 2016-2022 data. Additional data and analysis are included from the Census Bureau as well as the City of San Marcos Community Profile, drafted as part of the Innovate 78 collaborative.

## Economic Development Market Analysis

### Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	638	63	2	0	-2
Arts, Entertainment, Accommodations	4,828	4,774	14	15	1
Construction	2,538	3,393	7	11	3
Education and Health Care Services	4,751	5,633	14	18	4
Finance, Insurance, and Real Estate	1,966	1,248	6	4	-2
Information	849	240	2	1	-2
Manufacturing	4,492	4,385	13	14	1
Other Services	1,365	1,356	4	4	0
Professional, Scientific, Management Services	4,078	1,859	12	6	-6
Public Administration	0	0	0	0	0
Retail Trade	3,862	3,410	11	11	0
Transportation and Warehousing	807	691	2	2	0
Wholesale Trade	1,875	1,724	5	5	0
Total	32,049	28,776	--	--	--

**Table 5 - Business Activity**

Data: 2016-2020 ACS (Workers), 2020 Longitudinal Employer-Household Dynamics (Jobs)  
Source:

### Labor Force

Total Population in the Civilian Labor Force	48,070
Civilian Employed Population 16 years and over	46,130
Unemployment Rate	4.05
Unemployment Rate for Ages 16-24	6.96
Unemployment Rate for Ages 25-65	3.11

**Table 6 - Labor Force**

Data Source: 2016-2020 ACS

Occupations by Sector	Number of People Median Income
Management, business and financial	13,310
Farming, fisheries and forestry occupations	1,965
Service	4,820
Sales and office	10,105
Construction, extraction, maintenance and repair	3,620
Production, transportation and material moving	2,550

**Table 7 – Occupations by Sector**

Data Source: 2016-2020 ACS

**Travel Time**

Travel Time	Number	Percentage
< 30 Minutes	24,278	60%
30-59 Minutes	13,484	33%
60 or More Minutes	2,930	7%
<b>Total</b>	<b>40,692</b>	<b>100%</b>

**Table 8 - Travel Time**

Data Source: 2016-2020 ACS

**Education:****Educational Attainment by Employment Status (Population 16 and Older)**

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	4,470	120	1,265
High school graduate (includes equivalency)	6,485	285	2,520
Some college or associate's degree	10,680	520	3,020
Bachelor's degree or higher	16,110	595	2,390

**Table 9 - Educational Attainment by Employment Status**

Data Source: 2016-2020 ACS

## Educational Attainment by Age

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	20	375	855	2,110	1,290
9th to 12th grade, no diploma	640	575	810	1,130	695
High school graduate, GED, or alternative	2,960	2,910	2,055	4,350	2,450
Some college, no degree	4,895	3,150	1,955	4,815	2,645
Associate's degree	445	1,145	1,160	2,080	855
Bachelor's degree	720	3,545	5,210	4,695	2,910
Graduate or professional degree	199	990	2,275	2,425	1,385

**Table 10 - Educational Attainment by Age**

Data Source: 2016-2020 ACS

## Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	27,003
High school graduate (includes equivalency)	57,995
Some college or associate's degree	85,477
Bachelor's degree	156,759
Graduate or professional degree	187,629

**Table 11 – Median Earnings in the Past 12 Months**

Data Source: 2016-2020 ACS

## Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?

The City drafted a General Plan Existing Conditions Report in 2021, including an assessment of Market Conditions in San Marcos. San Marcos has a healthy and diverse economic base. The City has over 45,000 jobs, more than 4,300 businesses and an annual GDP of \$7.9 billion. The largest employers in San Marcos reflect the largest industry sectors. The three largest employers, employing nearly 7,000 people, are Palomar College, San Marcos Unified School District, and CSUSM. According to recent ACS data, shown above, the Arts, Entertainment, and Accommodations (4,828 workers), Education and Health Care Services (4,751 workers), Manufacturing (4,492 workers), and Professional, Scientific and Management Services (4,078 workers) sectors employ the largest share of workers citywide. These sectors, apart from the Professional, Scientific, and Management Services industry, also have the highest share of jobs in the City. The Professional, Scientific, and Management Services sector has the highest share of

jobless workers compared to other sectors citywide. Industry sectors in the City that grew faster than overall job growth include management, healthcare, administration, education, accommodations and food service, and wholesale trade. The City noticeably lagged the Trade Area (Carlsbad, Escondido, Oceanside, San Marcos, and Vista) and County in creation of jobs in professional services, which is typically a higher-paying sector.

**Describe the workforce and infrastructure needs of the business community:**

According to the 2022 ACS, 67.1 percent of San Marcos residents worked outside of the City. However, most workers in the City are employed within the County. Nearly 97 percent of San Marcos' employed populations worked in San Diego County. As shown in Table 14 above, 60 percent of residents have a commute that is less than 30 minutes. An additional 33 percent have a 30-to-59-minute commute and 7 percent have over an hour commute.

**Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.**

There are no major changes from planned local/regional/public/private investments or initiatives that have affected or may affect job and business growth opportunities during the ConPlan period. The global COVID-19 pandemic was occurring under the draft of the last ConPlan. The pandemic caused a large population to work from home, a trend that persists in 2024. According to 2022 ACS estimates, 16.2 percent of workers worked from home compared to only 6.5 percent in 2019.

Job density tends to be higher along major transportation corridors in the region, including Route 78, Route 76, and Interstate 5. Job clusters are also located along light rail lines. Several of the City's Specific Plan areas that are targeted for more development, including the University District and San Marcos Creek areas, are already areas of higher job density, suggesting they are well-positioned as sites of further economic growth.

**How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?**

Of the population aged 16 and older in San Marcos, 12.1 percent have less than a high school diploma, 19.2 percent are high school graduates, 29.3 percent have some college or an associate's degree, and 39.4% have a bachelor's degree or higher. As shown in Table 17, more education correlates with a higher median income. The median earnings amongst residents with less than a high school diploma is \$27,003 compared to \$187,629 for the population with a graduate or professional degree. According to the 2022 ACS, 38.9 percent of the population with

a bachelor's degree specialized in science and engineering, 8.4 percent in science and engineering-related fields, 22.6 percent in business, 7.3 percent in education, and 22.8 percent in arts, humanities, and other. As discussed above, the Professional, Scientific, Management Services sector has the largest share of jobless workers.

**Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.**

The City is home to 8 academic institutions and over 120 academic programs. San Marcos academic institutions are responsible for 12 percent of the San Diego region's total academic program completions. In 2022, local institutions, California State University San Marcos (CSUSM) and Palomar College, issued nearly 9,000 degrees and certificates. CSUSM has been recognized for being a national leader that educates more economically disadvantaged students. An economically disadvantaged student is defined as a student who (family incomes below the national average). In 2024, CSUSM ranked 2nd nationally out of more than 1,200 schools measured in the social mobility index. The social mobility index (SMI) measures the extent to which a college or university educates more economically disadvantaged students (with family incomes below the national average) at lower tuition rates and graduates them into good-paying jobs. The SMI differs from most other rankings of colleges and universities because it focuses directly on factors that enable economic mobility. The index totals five rates, published tuition, percentage of students whose families have incomes below \$48,000, graduation rate, median salaries approximately five years after graduation and the institution's endowment size. The efforts of the City's academic institutions support the City's ConPlan goal of creating economic opportunities for the City's low-and moderate-income residents.

**Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?**

Yes.

**If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.**

The City of San Marcos is a member Innovate 78, a regional partnership with the cities of Carlsbad, Escondido, Oceanside and Vista whose shared vision is to boost economic prosperity along the Interstate 78 corridor. The Innovate 78 collaboration is an economic development initiative that supports the City's ConPlan goal of creating economic opportunities for the City's low-and moderate-income residents.

## Discussion

See discussions above.

DRAFT



## **MA-50 Needs and Market Analysis Discussion**

**Are there areas where households with multiple housing problems are concentrated? (include a definition of "concentration")**

HUD recognize the following four conditions as major housing problems:

- Lack of complete kitchen facilities
- Lack of complete plumbing facility
- More than one occupant per room (overcrowding)
- Cost burden greater than 30 percent

Severe housing problems include more than 1.5 occupants per room and a cost burden greater than 30 percent. Tracts with higher concentrations of households with housing problems (>50 percent) trend to be concentrated in the central areas of the City along State Route 78.

**Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of "concentration")**

HUD has developed census-tract based areas called R/ECAPs, or racially/ethnically concentrated areas of poverty. These areas must have a non-white population of more than 50 percent as well as 40 percent or more of the population living under the poverty line. Census tract 200.28 (Richmar) in the center of San Marcos is considered a R/ECAP. HUD's CDP maps indicate that this tract has a population of persons of Hispanic origin exceeding 71 percent with a poverty rate of 18 percent.

**What are the characteristics of the market in these areas/neighborhoods?**

The Richmar Neighborhood benefits from recreational uses such as the San Marcos Boys and Girls Club, the City's Corky Smith Gym, and Connors Park. The neighborhood is served by local grocery stores. However, there is no larger, regional grocery store located in the area. The neighborhood could also benefit from additional health care opportunities.

**Are there any community assets in these areas/neighborhoods?**

The Richmar Neighborhood is home to three neighborhood parks constructed since 2011, an elementary school classroom building constructed in 2015, Sprinter light rail access constructed in 2008, and three affordable apartment communities. Parks include Buelow Park and Connors Park. The San Marcos Branch of the County of San Diego library system and the San Marcos Community Center are also located within walking distance of the neighborhood.

**Are there other strategic opportunities in any of these areas?**

The City prioritized the Richmar Neighborhood for infrastructure improvements. The community benefitted from three park construction projects, a storm drain project to prevent flooding, and a street improvement project to enhance safety and mobility adjacent to San Marcos Elementary.

## **MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)**

**Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.**

According to the 2022 ACS, 94.7 percent of the San Marcos population has an Internet subscription compared to 93.8 percent countywide. Populations with lower incomes tend to have lower rates of Internet subscriptions. For example, 21.3 percent of the population with a household income of less than \$20,000 does not have Internet subscriptions compared to 2.1 percent of the population with a household income of \$75,000 or more.

2-1-1 San Diego refers residents to resources related to digital equity and inclusion. In 2023, 2-1-1 had 183,223 clients with 545,082 total needs. Recent 2-1-1 data indicate that 24 percent of assessments were related to utility and technology. Most commonly these clients were referred to ACCESS from AT&T (ACCESS), San Diego Gas and Electric Company (SDGE), or Cox Connect2Compete (C2C). ACCESS is a low-cost internet service available to residents who participate in the Supplemental Nutrition Assistance Program or receive Supplemental Security Income benefits. SDGE offers a program called California Alternate Rates for Energy, which offers a 30% monthly bill discount based on income limits. Cox C2C is a low-cost internet service available to households with children in grades K-12 that participate in the Supplemental Nutrition Assistance Program, the National School Lunch Program, Temporary Assistance for Needy Families, use Tenant-Based or Project-Based Vouchers, use Section 8 Rental Assistance, or live in public housing.

Computers2Kids, a local organization, has partnered with Cox Connect2Compete to help narrow the digital divide by distributing computers to low-income families and include computer and internet literacy training. Of the families who participated in the program, 90 percent of students saw increased test scores. In addition, County libraries provide access to both computers and internet for free and are located throughout the County. The City of San Marcos has a County of San Diego branch located in San Marcos at the City's Civic Center.

The City of San Marcos 2024 Community Needs Survey recorded 216 responses. Of these respondents, 185 (85.6 percent) stated they had reliable Internet access at home, while 11 percent did not.

**Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.**

Most residents in San Diego County have access to three or more broadband internet providers. This is significant as multiple providers drive competition in the broadband market and push rates lower, in turn, making them more affordable to LMI households. As discussed above, lower income households are less likely to have their own Internet subscription. Although almost all City households have computer and broadband access it is unknown what percentage of income for an LMI family is used to provide digital access for their families.

**MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)**  
**Describe the jurisdiction's increased natural hazard risks associated with climate change.**

The City of San Marcos consulted with the County of San Diego's Office of Emergency Services on increasing its resilience to natural hazards for the City's Low- and Moderate-Income residents. The County of San Diego has released a countywide framework for recovery planning, identifying the roles and responsibilities at the local, state, and federal levels and resources that may be activated to address recovery in the County. Consolidated Plans are now required to account for resiliency to natural hazards within the relevant jurisdiction. Many departments in the County government are involved in resiliency to natural hazards, especially the San Diego County Fire Authority and the Department of Environmental Health. Among other duties, the Environmental Health Department protects public health and safeguards environmental quality, educates the public to increase environmental awareness, and implements and enforces local, state, and federal environmental laws. Aligning perfectly with HUD's focus on resiliency, the County developed and implemented the County Resilience Program. A main component of the program is a Resilience Review conducted by a Resilience Review Working Group.

FEMA's National Risk Index indicates that San Diego County has a Very High-risk index. Specifically, the risk for wildfire is considered very high, while all other risk factors (coastal floodings, drought, earthquake, etc.) are considered relatively high or lower.

The City is included in the County of San Diego's Multi-Jurisdictional Hazard Mitigation Plan. The San Marcos Fire Department administers a Community Emergency Response Team program to assist and supplement professional emergency responders during emergencies or unusual events. The City prepared an analysis consistent with Senate Bill 99 and verified that all residential developments in hazard areas have two or more evacuation routes.

The City's Safety Element was updated and released for public review in 2021. The City mapped and identified Fire Hazard Severity Zones consistent with CalFire's adopted maps and recommendations as part of the Safety Element Update. Special guidance is provided for areas within Very High Fire Hazard Severity Zones. The hillside areas north of SR-78 in the Santa Fe Hills and Twin Oaks Valley Neighborhood, and the hillside areas south of SR-78 in the Barham/Discovery Community and Questhaven/La Costa Meadows Neighborhood, are designated as Very High Fire Hazard Severity Zone (VHFHSZ).

Forecasted effects to San Marcos from climate change include increased temperatures, precipitation extremes (more severe periods of drought and flooding), and rising sea levels (resulting in flooding of low-lying areas). The Safety Element includes policies to protect the community from these risks posed by climate change. San Marcos' Climate Action Plan (CAP) also provides measures to mitigate global climate change and comply with state and federal legislation.

**Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.**

As described in the City's 2021 Safety Element, Local Responsibility Areas (LRA) lie within the city boundaries and CalFire has made recommendations that fall under two categories – Very High Fire Hazard Severity Zone (VHFHSZ) and Non-VHFHSZ. The hillside areas north of SR-78 in the Santa Fe Hills and Twin Oaks Valley Neighborhood, and the hillside areas south of SR-78 in the Barham/Discovery Community and Questhaven/La Costa Meadows Neighborhood, are designated as VHFHSZ that are LRAs. Areas within the Lake San Marcos Neighborhood, which is within the Sphere of Influence (SOI), are also designated as VHFHSZ that are LRAs.

The City implements the following plans, programs, and regulations related to fire hazards:

- The General Plan provides policies for protecting communities from unreasonable risk of wildfire. The following policies provide the foundation and support for implementing fire-wise and fire-safe development regulations:
  - Land Use and Community Design Element Policy LU-5.5: Encourage development of public spaces and plazas within commercial, mixed-use, and residential projects that include fire and water features that can accommodate civic events and function as community gathering areas.
  - Land Use and Community Design Element Policy LU10.1: Provide demand-based firefighting and emergency medical services infrastructure, equipment, and personnel to provide a high level of fire, emergency medical, and law enforcement service in San Marcos to meet existing and future demands.

- Land Use and Community Design Element Policy LU10.3: Continue to conduct Public Outreach and education regarding fire safety and crime prevention within San Marcos.
- Fire Hazard Severity Zone Maps identify the extreme and very high fire hazard severity zones in the City area of responsibility. Inclusion within these zones is based on vegetation density, slope, and other relevant factors that contribute to fire severity. The adopted Community Zones Hazard Map designating Fire Hazard Severity Zones is codified in Municipal Code §17.64.020.
- Vegetation Management Program (Ordinance 2019-1479) requires the maintenance of an effective fuel modification zone by removing, clearing or modifying away combustible vegetation and other flammable materials.
- Fire Protection Plans (FPPs) are required for all medium and large projects in the City.
- The width of fire access roads for new and existing buildings is codified in Municipal Code §17.64.120.
- SMFD provides a comprehensive public fire education program that includes educational presentations, informational demonstration booths, an annual Fire Prevention Open House, health fairs, school events, station tours, smoke alarm installation, social media education and apparatus and equipment displays.

The City uses a Standard Emergency Management System (SEMS) for coordinating all local emergencies. In conformance with the SEMS, the San Marcos Emergency Operations Plan (EOP) governs the City during a disaster. In the event of a major emergency, the Emergency Operations Center coordinates resources, assists in mitigating the emergency, and allocates emergency resources and relief aid. All safety, fire, and Emergency Operations Center staff are trained to respond to emergencies.

The City participates in the San Diego County's Multi-Jurisdictional Hazard Mitigation Plan. The countywide plan identifies risks posed by natural and manmade disasters including fires, earthquakes, landslides, and floods and ways to minimize damage from those disasters.

# Strategic Plan

---

## SP-05 Overview

### Strategic Plan Overview

The primary objectives in the City's FY 2025-2029 Consolidated Plan are: Suitable Living Environment and Decent Housing. The City of San Marcos does not anticipate using CDBG funds to expand economic opportunities. The objectives and outcomes are listed with the proposed activities and funding sources.

- **Public Infrastructure and Community Facility Improvements** – Potential improvements may include, but are not limited to:
  - Street improvements, such as installation of streetlights, sidewalks reconstruction, safety and energy efficiency enhancements, ADA improvements, and other Capital Improvement Projects in qualifying low- and moderate-income census tracts
  - Community facility improvements, such as parks and recreation facilities, community centers, senior centers, and other community facilities that primarily benefit low and moderate income and special needs residents.
- **Affordable Housing** – Potential programs and services may include, but are not limited to:
  - Housing repair or rehabilitation assistance
  - Acquisition/rehabilitation of affordable housing
  - Public improvements in support of new affordable housing
- **Public Services** – Potential services may include, but are not limited to:
  - Youth services
  - Senior services
  - Services for the homeless and at-risk homeless
  - Services for the disabled
  - Fair housing services

## SP-10 Geographic Priorities - 91.415, 91.215(a)(1)

### Geographic Area

The City has not established any targeted neighborhoods other than the low- and moderate-income areas as defined by HUD as those Census tracts and block groups with 51 percent or more low- and moderate-income households.

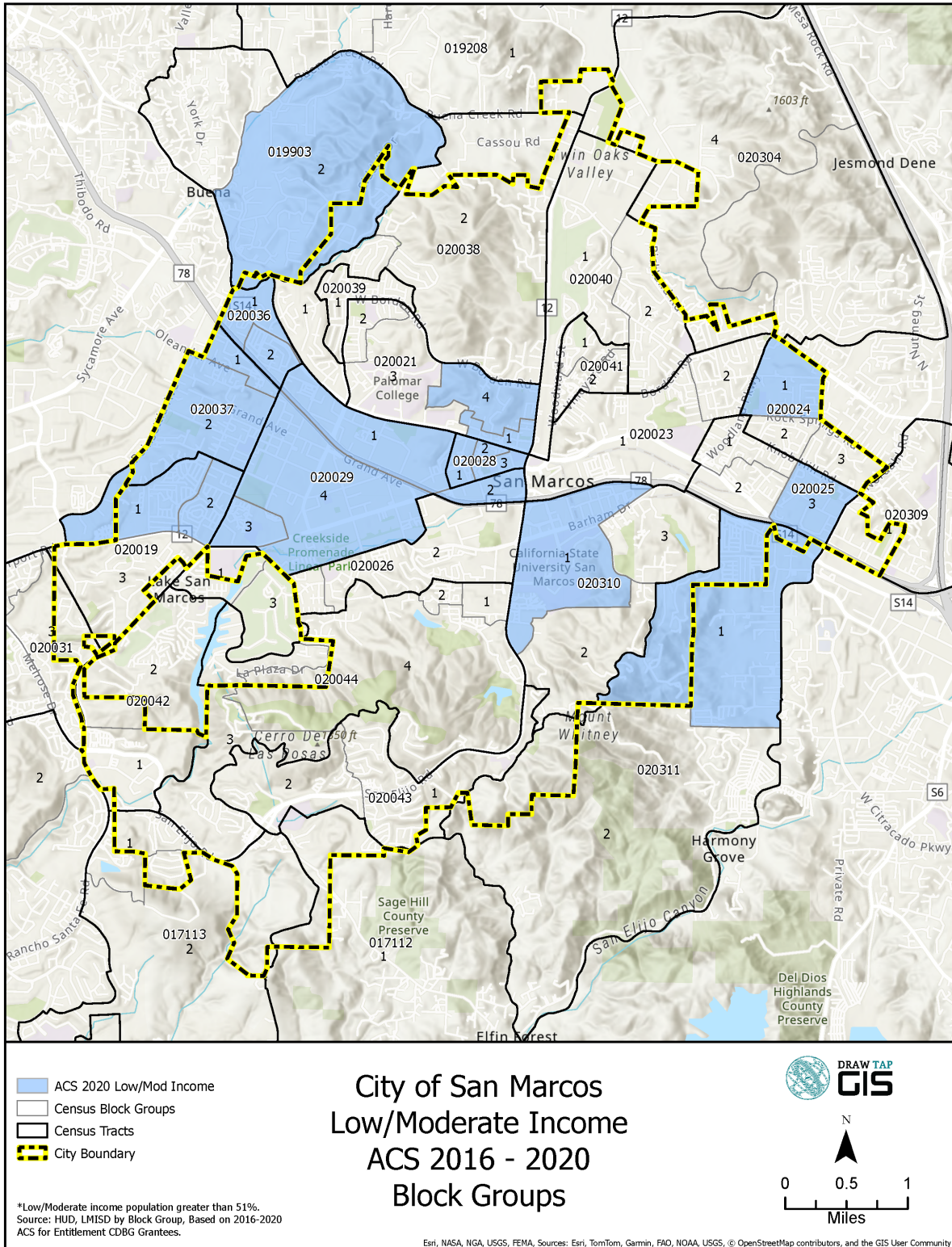
Area Name	Area Type
CDBG Low-Mod Income Target Areas	Other

**Table 12 - Geographic Priority Areas**

### General Allocation Priorities

The Low- and Moderate-Income Areas in San Marcos are shown in Figure 1 below.





**Figure 1: Low- and Moderate-Income Area**

**Data Source:** 2024 HUD based on 2016-2020 ACS.

## SP-25 Priority Needs - 91.415, 91.215(a)(2)

### Priority Needs

1	<b>Priority Need Name</b>	Public Infrastructure and Community Facility Improvements
	<b>Priority Level</b>	High
	<b>Population</b>	Low Moderate Non-housing Community Development
	<b>Geographic Areas Affected</b>	CDBG Target Area Citywide
	<b>Associated Goals</b>	Public Infrastructure and Community Facility Improvements
	<b>Description</b>	Improve and expand public infrastructure and community facilities that benefit low- and moderate-income neighborhoods and residents, as well as those with special needs, such as the seniors, disabled, and homeless.
	<b>Basis for Relative Priority</b>	Based on needs assessment and community outreach.
2	<b>Priority Need Name</b>	Affordable Housing
	<b>Priority Level</b>	High
	<b>Population</b>	Low Moderate
	<b>Geographic Areas Affected</b>	Citywide
	<b>Associated Goals</b>	Affordable Housing
	<b>Description</b>	Provide housing programs and services to benefit low- and moderate-income households and those with special housing needs. The City may consider offering minor rehabilitation assistance or pursue acquisition/rehabilitation of affordable housing.
	<b>Basis for Relative Priority</b>	Based on needs assessment and community outreach.
3	<b>Priority Need Name</b>	Public Services

	<b>Priority Level</b>	High
	<b>Population</b>	Low Moderate Non-housing Community Development
	<b>Geographic Areas Affected</b>	Citywide
	<b>Associated Goals</b>	Public Services
	<b>Description</b>	Provide supportive services to benefit low- and moderate-income households and those with special needs.
	<b>Basis for Relative Priority</b>	Based on needs assessment and community outreach.
	<b>Priority Need Name</b>	Planning and Administration
4	<b>Priority Level</b>	High
	<b>Population</b>	Low Moderate
	<b>Geographic Areas Affected</b>	Citywide
	<b>Associated Goals</b>	Public Infrastructure and Community Facility Improvements Affordable Housing Public Services
	<b>Description</b>	Provide administration and planning activities to develop housing and community development strategies and programs needed to carry out actions that address identified needs in the Consolidated Plan.
	<b>Basis for Relative Priority</b>	To comply with HUD regulations for CDBG program and to delivery programs and services.

**Table 13 – Priority Needs Summary**

### **Narrative (Optional)**

These Needs form the basis for allocating investments geographically within the jurisdiction during the next five-year period and are a result of various community outreach efforts and consultation meetings developed under the Citizen Participation process.

DRAFT

## SP-35 Anticipated Resources - 91.420(b), 91.215(a)(4), 91.220(c)(1,2)

### Introduction

### Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Federal	Public Infrastructure and Community Facilities  Affordable Housing  Public Services  Planning and Administration	\$662,806	\$0	\$2,011,656.32	\$2,674,512.32	\$3,648,000	Annual allocation is estimated at \$662,000 for the remainder of four years. Additionally, there will be two additional HUD repayments of approximately \$500,000 each in PY 26-27 and PY 27-28.

**Table 14 - Anticipated Resources**

**Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied**

To address the priority needs and specific objectives in the FY 2025-2029 ConPlan, the City and its partners have access to the following State housing funds (such as Permanent Local Housing Allocation), other federal funds, and Low-Income Housing Tax Credits (LIHTC). The County of San Diego's Housing Authority administers Housing Choice Voucher Program for San Marcos

residents, formerly known as the Section 8 Rental Assistance Program. The program provides rent subsidy payments for very low-income households in privately owned rental housing units.

Affordable housing development in San Marcos, like most communities nationwide, has relied heavily on the use of LIHTC to leverage funds from private developers. The City supports the application of LIHTC funds and as needed, provides matching grants or other incentives to enhance the feasibility of affordable housing projects.

The City of San Marcos has also successfully leveraged funds from federal, state, local and private resources to complete several Capital Improvement Projects (CIP) and affordable housing developments in the City's low- and moderate-income neighborhoods.

**If appropriate, describe publicly owned land or property located within the state that may be used to address the needs identified in the plan**

The City as Successor Housing Agency to the former Redevelopment Agency (RDA), has vacant properties that may be used to support additional affordable housing projects over the next five to ten years. These properties were purchased using former RDA low- and moderate-income housing funds. These properties must be used to further the goal of the City in the development of additional affordable housing units.

#### **Discussion**

See discussions above.

## SP-40 Institutional Delivery Structure - 91.415, 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its consolidated plan including private industry, non-profit organizations, and public institutions.

Responsible Entity	Responsible Entity Type	Role	Geographic Area Served
City of San Marcos	Local Government	Oversight and Administration	Jurisdiction
County of San Diego	Local Government	HOME ESG HOPWA Section 8 Public Housing Public Library Law Enforcement Natural Resiliency	Region
Alliance for Regional Solutions	Agency Collaboration	Homelessness	North County San Diego
Regional Continuum of Care Council (RCCC)	Agency Collaboration	Homelessness	Region

**Table 15 - Institutional Delivery Structure**  
**Assess of Strengths and Gaps in the Institutional Delivery System**

- Lack of banks willing to provide conventional rate mortgage loans for older (Pre-1976) manufactured housing.
- Continued high cost of living in San Marcos and the San Diego County region.
- Wages throughout the region are not keeping pace with the high cost of living, especially for low-to moderate income families.
- Structural issues with the State of California budgeting process which lead to fiscal instability and reduced funding for public services.
- Continued financial difficulties for the State's education system.
- Fragmentation of certain programs serving special needs populations; there is a lack of resources to form a comprehensive approach to care.
- A drastically limited amount of funds available from federal and state agencies for social services, health services, community development and rental assistance programs.
- The State of California's elimination of the City's Redevelopment Agency. This has seriously impaired the City's ability to partner with the private sector to leverage government funds for development projects that serve as an economic boost to the City as well as providing a safe and affordable housing for San Marcos residents.

Strengths:

- a. The City's commitment to the provision of affordable housing for low- and moderate-income residents of San Marcos.
- b. The City's commitment to creating more than a suitable quality of life for all the residents of San Marcos.
- c. The City has developed positive working relationships with private nonprofit affordable housing developers to enhance the production of affordable housing in to mitigate the high cost of living in San Marcos.
- d. The City may still be able to provide gap financing to assist affordable housing developers in the production of affordable housing.
- e. San Marcos continues to be an active participant in regional and sub-regional planning projects for economic development, housing, and transportation. The City collaborates with the San Diego Regional Continuum of Care Council (RCCC), Alliance for Regional Solutions, North County Food Policy Council, San Diego Association of Government (SANDAG), North County Comprehensive Gang Initiative (NCCGI) Steering Committee, Innovate78 and San Diego County's CDBG Coordinators Group.
- f. The City continues to focus on development projects that serve as an economic boost to the City as well as providing a safe and affordable housing for San Marcos residents.
- g. The City's adopted Housing Element serves as a planning tool and establishes a multi-year action plan to meet the identified needs.
- h. The City is fortunate to have the San Marcos Community Foundation whose mission is to provide funds for non-profit agencies that provide help with basic needs to the City's low- and moderate-income community.
- i. Availability of assistance targeted to persons experiencing homelessness and mental illness.

**Availability of services targeted to homeless persons and persons with HIV and mainstream services**

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
<b>Homelessness Prevention Services</b>			
Counseling/Advocacy	X	X	X
Legal Assistance	X	X	X
Mortgage Assistance	X	X	X
Rental Assistance	X	X	X
Utilities Assistance	X	X	X
<b>Street Outreach Services</b>			
Law Enforcement	X	X	X
Mobile Clinics	X	X	X
Other Street Outreach Services	X	X	X



Supportive Services			
Alcohol & Drug Abuse	X	X	X
Child Care	X	X	X
Education	X	X	X
Employment and Employment Training	X	X	X
Healthcare	X	X	X
HIV/AIDS	X	X	X
Life Skills	X	X	X
Mental Health Counseling	X	X	X
Transportation	X	X	X
Other			
Other	X	X	X

**Table 16 - Homeless Prevention Services Summary**

**Describe how the service delivery system including, but not limited to, the services listed above meet the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)**

Regarding homelessness, chronic homeless, and homelessness prevention, the City will continue to work with County homeless service providers to access resource so they can continue to provide shelter, services, and housing to its homeless and at-risk clients. The County's Health and Human Services Agency (HHSA) and the HCDS are integral to the region achieving its goal of reducing homelessness. These agencies administer the HOME and ESG programs and offer many healthcare services.

The City of San Marcos contributes to the delivery system by supporting programs that prevent homelessness among seniors and disabled.

**Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above**

The agencies providing services to special needs populations and persons experiencing homelessness throughout the County have a long history and expertise in providing these services. These include the Regional Task Force on Homelessness (RTFH), Meals on Wheels, Salvation Army, Interfaith Shelter Network, and Legal Aid Society of San Diego. These organizations, all funded in the past by the CDBG program, together serve youth, seniors, disabled, lower-income households, homeless and at-risk residents, among others.

**Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs**

The City actively seeks additional funding sources from regional, state and federal levels to overcome gaps in the institutional structure and service delivery system. The City relies on its strong partnerships with regional agencies and local nonprofit organizations to ensure that services are available to residents in need.

The City's General Plan update provides a comprehensive assessment of the City's service delivery system in many aspects, including housing, infrastructure, community facilities, and essential services. The General Plan serves as the City's long-range plan for addressing system deficiencies.

DRAFT

## SP-45 Goals - 91.415, 91.215(a)(4)

### Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Public Infrastructure and Community Facility Improvements	2025	2029	Infrastructure Non-Housing Community Development	Citywide	Infrastructure and Public Facilities	CDBG: \$1,901,500	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 6,500 Persons Assisted
2	Affordable Housing	2025	2029	Affordable Housing	Citywide	Affordable Housing	CDBG: 250,000	10 units rehabilitated
3	Public Services	2025	2029	Non-Housing Special Needs	Citywide	Public Services	CDBG: \$496,500	3,000 persons assisted
4	Planning and Administration	2025	2029	Planning and Administration	Citywide	Planning and Administration	CDBG: \$662,000	

Table 17 – Goals Summary

### Goal Descriptions

Goal Name	Goal Description
Public Infrastructure and Community Facility Improvements	<ul style="list-style-type: none"> <li>• Public Infrastructure and Community Facility Improvements – Potential improvements may include, but are not limited to:               <ul style="list-style-type: none"> <li>○ Street improvements, such as installation of streetlights, sidewalks reconstruction, safety and energy efficiency enhancements, ADA improvements, and other Capital Improvement Projects in qualifying low- and moderate-income census tracts</li> <li>○ Community facility improvements, such as parks and recreation facilities, community centers, senior centers, and other community facilities that primarily benefit low and moderate income and special needs residents.</li> </ul> </li> </ul>
Affordable Housing	<ul style="list-style-type: none"> <li>• Affordable Housing – Potential programs and services may include, but are not limited to:               <ul style="list-style-type: none"> <li>○ Housing repair or rehabilitation assistance</li> <li>○ Acquisition/rehabilitation of affordable housing</li> <li>○ Public improvements in support of new affordable housing</li> </ul> </li> </ul>

Public Services	<ul style="list-style-type: none"> <li>• Public Services – Potential services may include, but are not limited to: <ul style="list-style-type: none"> <li>○ Youth services</li> <li>○ Senior services</li> <li>○ Services for the homeless and at-risk homeless</li> <li>○ Services for the disabled</li> <li>○ Fair housing services</li> </ul> </li> </ul>
Planning and Administration	Provide administration and planning activities to develop housing and community development strategies and programs needed to carry out actions that address identified needs in the Consolidated Plan.

**Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)**

Given the limited funding, the City does not anticipate using CDBG funds to create new affordable housing. However, as funding permits and opportunities become available, the City may consider offering minor repairs assistance or pursuing acquisition/rehabilitation of affordable housing. Minor repair activities may not meet the definition of affordable housing under the HOME program.

## **SP-65 Lead-based Paint Hazards - 91.415, 91.215(i)**

### **Actions to address LBP hazards and increase access to housing without LBP hazards**

How are the actions listed above integrated into housing policies and procedures?

The County of San Diego serves as the City's public housing agency. The HACSD continues to support lead-based paint hazard control efforts in compliance with lead-based paint reduction requirements in all housing activities covered by Sections 1012 and 1013 of the Residential Lead-Based Paint Hazard Reduction Act of 1992, as well as the Lead-Safe Housing Rule under 24 CFR Part 35. During the years since the regulations took effect HACDS's Affordable Housing Development Program has carried out lead assessment and reduction practices as required.

## **SP-70 Anti-Poverty Strategy - 91.415, 91.215(j)**

### **Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families**

Approximately, 10 percent of San Marcos residents live below the poverty level based on the latest ACS data. Solving the problem of poverty involves a number of economic, social, institutional and policy issues that are well beyond the City's resources and jurisdiction. Providing safe and affordable housing and promoting community development are the City's programs to help alleviate poverty. The City's strategy of providing safe, affordable housing assists in reducing the number of poverty level families in San Marcos. When families are able to live in an environment where no more than 30 percent of their limited income is spent on housing; they have more funds to help with other basic needs. In addition, the City has several affordable housing developments that provide programs and supportive services (e.g. after school, computer labs, budgeting and language classes) to assist residents in excelling in both school and the work environment. The provision of these programs and supportive services assists families in moving up the economic ladder by providing tools for success. The City assists in reducing poverty by affirmatively furthering fair housing through its contract with the Legal Aid Society of San Diego. Promoting fair housing improves housing choices for our low- and moderate-income families.

### **How are the Jurisdiction poverty reducing goals, programs, and policies coordinated with this affordable housing plan**

The City continues to focus on development projects that serve as an economic boost to the City as well as providing a safe and affordable housing for San Marcos residents.

## SP-80 Monitoring - 91.230

**Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of the plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements**

The City of San Marcos' goals for monitoring during this ConPlan period are to ensure that all grant-funded activities comply with federal, state and local regulations governing administrative and financial requirements, that, to the maximum extent feasible, performance outcomes are met within budget and on schedule; and to ensure that all City departments utilizing grant funds are advised of and in compliance with of all grant fund regulations. City staff have attended select CDBG training including the CPD Outcome Performance Measurement Framework, IDIS Online, Section 3 and Financial Management training to ensure long-term compliance with CDBG program requirements. The City ensures that all aspects of projects funded using CDBG funds are in full compliance with HUD regulations. The Finance Division is responsible for ensuring that CDBG funds are being used appropriately and that all requirements have been met. The director of the division is responsible for the supervision of the staff responsible for the administration of the CDBG program. The City will continue to conduct audits for the subrecipient to ensure compliance with all regulations established by HUD. For the City's affordable housing program, the City conducts regular ongoing site visits as well as an annual occupancy monitoring program of the government-funded programs to ensure compliance with program goals and applicable regulatory agreements. The Development Services Division maintains an affordable housing inspection program that ensures that a representative percentage of our deed-restricted affordable units are inspected along with the common areas of the affordable housing communities.

# Expected Resources

## AP-15 Expected Resources - 91.420(b), 91.220(c)(1,2)

### Introduction

The City anticipates a similar level of funding as the prior year at \$662,806 since HUD has not yet announced the 2025-2026 allocations. If the allocation amount is different from the prior year allocation, the City will adjust funding for proposed projects proportionally to match its actual allocation amount upon written notice from HUD.

In addition to the \$662,806 2025-26 CDBG allocation, the City estimates \$1,514,719 in prior year available funds and \$496,937 repayment funds. In total, the City has \$2,674,512.32 in expected resources for the 2025-26 FY.

### Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Public – federal	Public Infrastructure and Community Facility Improvements Affordable Housing Public Services Planning and Administration	\$662,806	\$0	\$2,011,656.32	\$662,806	\$2,651,200	Assuming consistent funding of \$662,800 annually for the remaining four years. Prior Year Resources include both prior year unspent funds and repayment funds.



**Table 18 - Expected Resources – Priority Table**

**Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied**

The CDBG program does not have a match requirement. If the City has identified capital improvement project funding that can be leveraged with CDBG funds, priority for allocating CDBG funding is given to projects located within an approved HUD qualifying census tract and/or census block group. Capital Improvement Project priorities are assigned based on several factors including, environment issues that threaten life or property, the amount of other funding leveraged to complete the project, budget prioritization of Capital Improvement Projects, the total number of residents benefited, the need for improved access, phase of improvement project, needs assessment results, and other important needs of the community. Priorities for CIP projects are approved by the City Council during the annual budget approval process for a five-year period.

The City continues to seek partnerships with non-profit affordable housing developers to provide gap financing for the construction of new affordable units. The City uses San Marcos Successor Housing Agency funds to meet access to affordable housing goals.

**If appropriate, describe publicly owned land or property located within the jurisdiction that may be used to address the needs identified in the plan**

The City as Successor Housing Agency to the former Redevelopment Agency (RDA) has a number of vacant properties that may be used to support additional affordable housing projects over the next five years. These properties were purchased using former RDA low- and moderate-income housing funds. These properties must be used to further the goal of the development of additional affordable housing units.

As discussed in the City's 2021-2029 Housing Element, San Marcos owns considerable property in the San Marcos Creek District and University Specific Plan areas. Program 3: Public Property Conversion to Housing Program, ensures the City will maintain a list of surplus City-owned lands, including identification of address, APN, General Plan land use designation, zoning, current use, parcel size, and status of and (surplus land or exempt surplus land). The City will work with non-profits and other public agencies to evaluate the feasibility of transferring surplus City-owned lands identified to be feasible for conversion to affordable housing and not committed to other City purposes for use in the development of affordable housing by the private sector.

**Discussion**

See above.

# Annual Goals and Objectives

---

**AP-20 Annual Goals and Objectives - 91.420, 91.220(c)(3)&(e)**

**Goals Summary Information**

DRAFT

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Senior Activity Center HVAC	2025	2026	Non-Housing Community Development	111 Richmar Ave, San Marcos, CA	Public Infrastructure and Community Facility Improvements	2025-26 CDBG: \$181,275  2024-25: \$430,875  2023-24 Available: \$402,044.06  2021-22 Available: \$105,278.93  2020-21 Available: \$2,252  2019-20 Available: \$4,328.48  2018-19 Available: \$30,877.85	1,380 Low to Moderate Income Seniors
2	Bradley Park Master Plan	2025	2026	Non-Housing Community Development	1587 Linda Vista Dr, San Marcos, CA	Public Infrastructure and Community Facility Improvements Affordable Housing	2025-26 CDBG: \$250,000	5,850 Households

3	Richmar Park	2025	2026	Non-Housing Community Development	110 Richmar Ave, San Marcos, CA	Public Infrastructure and Community Facility Improvements	2023-24: \$59,773.88  2022-23: \$479,288.85  2019-20 Repayment: \$261,059.45  2018-19 Repayment: \$235,877.82	12,165 Households
4	Public Services	2025	2026	Non-Homeless Special Needs	Citywide	Public Services	2025-26 CDBG: \$99,000	215 Low- and Moderate- Income Persons/Families
5	CDBG Program Administration	2025	2026	Planning and Administration	N/A	Planning and Administration	2025-26 CDBG: \$132,561	N/A

**Table 19 – Goals Summary**

## Goal Descriptions

Goal Name	Goal Description
Public Infrastructure and Community Facility Improvements	Improve and expand public infrastructure and community facilities that benefit low- and moderate-income neighborhoods and residents, as well as those with special needs, such as the seniors, disabled, and homeless.
Affordable Housing	Provide housing programs and services to benefit low- and moderate-income households and those with special housing needs. The City may consider offering minor rehabilitation assistance or pursue acquisition/rehabilitation of affordable housing.
Public Services	Provide supportive services to benefit low- and moderate-income households and those with special needs.
Planning and Administration	Provide administration and planning activities to develop housing and community development strategies and programs needed to carry out actions that address identified needs in the Consolidated Plan.

## AP-35 Projects - 91.420, 91.220(d)

### Introduction

Staff proposes projects and funding recommendations using the prior year allocation of \$662,806 as HUD has not yet announced the 2025-2026 allocations.

#	Project Name
1	Senior Activity Center HVAC
2	Bradley Park Master Plan
3	Richmar Park
4	Public Services – Community Resource Center
5	Public Services – Lifeline Community Services
6	Public Services – COSM Senior Center Nutrition Program
7	Public Services – Gary and Mary West PACE
8	Public Services – Interfaith Community Services
9	Public Services – Women’s Resource Center
10	CDBG Program Administration

**Table 20 – Project Information**

### **Describe the reasons for allocation priorities and any obstacles to addressing underserved needs**

Under the preparation of the 2025-2029 Consolidated Plan, the City conducted community outreach including a Community Needs Survey, a Community Meeting, and a Stakeholder Workshop. Outreach efforts found that community members emphasized the need for affordable housing, including housing for first-time homebuyers, families, and seniors. Residents also mentioned a need for improved bicycle infrastructure and street lighting. Residents indicated there is a need for a temporary shelter, services for victims of domestic violence, and mobility improvements for persons with disabilities.

The survey results showed that senior centers and health care facilities were the top public facility needs, sidewalk improvements were the top public infrastructure need, senior housing and affordable rental housing were the top housing needs, fair housing services, code enforcement, and homebuyer assistance were the top housing service needs, trash and debris removal and tree planting were the top neighborhood service needs, senior services, mental health services, and transport services were the top public service needs, and jobs were the top business service needs.

Outreach and analysis conducted for this Consolidated Plan generally found that low- and moderate-income households are the most underserved population due to a lack of affordable housing.

# AP-38 Project Summary

## Project Summary Information

1	<b>Project Name</b>	<b>Senior Activity Center HVAC</b>
	Target Area	Citywide
	Goals Supported	Invest in public infrastructure and community facility improvements
	Needs Addressed	Non-Housing Community Development
	Funding	<b>Total: \$1,156,901.32</b> 2025-26 CDBG: \$181,275 2024-25 CDBG: \$430,875 2023-24 Available: \$402,044.06 2021-22 Available: \$105,278.93 2020-21 Available: \$2,252 2019-20 Available: \$4,328.48 2018-19 Available: \$30,877.85
	Description	Installation of a new HVAC system at the Senior Activity Center benefiting the City's senior population.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	1,380 Low to Moderate Income Seniors
	Location Description	Senior Activity Center (111 Richmar Ave, San Marcos, CA)
	Planned Activities	Purchase and installation of a new HVAC system for the Senior Activity Center. In FY 2055-26, the chiller will be purchased and installed. CDBG funds will be utilized in subsequent years until project completion.
2	<b>Project Name</b>	<b>Bradley Park Master Plan</b>
	Target Area	CDBG Low-Mod Income Target Areas
	Goals Supported	Invest in public infrastructure and community facility improvements
	Needs Addressed	Non-Housing Community Development
	Funding	2025-26 CDBG: \$250,000
	Description	Initiation of the Bradley Park Master Plan including identification of needed improvements to park amenities.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	5,850 Households
	Location Description	Bradley Park (1587 Linda Vista Dr, San Marcos, CA)
	Planned Activities	Begin preparation of the Bradley Park Master Plan and identify improvement opportunities to Bradley Park. Improvements may include new play structures or ADA accessibility.
3	<b>Project Name</b>	<b>Richmar Park</b>



	Target Area	CDBG Low-Mod Income Target Areas
	Goals Supported	Invest in public infrastructure and community facility improvements
	Needs Addressed	Non-Housing Community Development
	Funding	<b>Total: \$1,036,000.00</b> 2023-24 CDBG: \$59,773.88 2022-23 CDBG: \$479,288.85 2019-20 Repayment: \$261,059.45 2018-19 Repayment: \$235,877.82
	Description	Completion of Phase 2 of the Richmar Park development project.
	Target Date	July 31, 2025
	Estimate the number and type of families that will benefit from the proposed activities	12,165 Households
	Location Description	Richmar Park (110 Richmar Ave, San Marcos, CA)
	Planned Activities	Complete Phase 2 of the Richmar Park development project including installation of a shade structure, half basketball court, sidewalk, play structure, ADA improvements, and landscaping.
<b>4</b>	<b>Project Name</b>	<b>Public Services – Community Resource Center</b>
	Target Area	Citywide
	Goals Supported	Improve quality of life through public services
	Needs Addressed	Non-Homeless Special Needs
	Funding	2025-26 CDBG: \$14,000
	Description	Funding for public service providers administering assistance for vulnerable low- and moderate-income persons and families.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	20 Individuals
	Location Description	Community Resource Center (headquarters located at 650 2nd Ave, Encinitas, CA)
	Planned Activities	Provide funding to the Community Resource Center to administer services and resource for Latinx victims of domestic violence.
<b>5</b>	<b>Project Name</b>	<b>Public Services – Lifeline Community Services</b>
	Target Area	Citywide
	Goals Supported	Improve quality of life through public services
	Needs Addressed	Non-Homeless Special Needs
	Funding	2025-26 CDBG: \$15,000
	Description	Funding for public service providers administering assistance for vulnerable low- and moderate-income persons and families.
	Target Date	June 30, 2026

	Estimate the number and type of families that will benefit from the proposed activities	25 Families
	Location Description	Lifeline Community Services (headquarters located at 200 Michigan Ave, Vista, CA)
	Planned Activities	Provide funding to Lifeline Community Services to administer services for at-risk youth.
<b>6</b>	<b>Project Name</b>	<b>Public Services – COSM Senior Center Nutrition Program</b>
	Target Area	Citywide
	Goals Supported	Improve quality of life through public services
	Needs Addressed	Non-Homeless Special Needs
	Funding	2025-26 CDBG: \$20,000
	Description	Funding for public service providers administering assistance for vulnerable low- and moderate-income persons and families.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	100 Individuals
	Location Description	Senior Activity Center Nutrition Program (111 Richmar Ave, San Marcos, CA)
	Planned Activities	Provide funding to administer nutrition services for low- and moderate-income seniors.
<b>7</b>	<b>Project Name</b>	<b>Public Services – Gary and Mary West PACE</b>
	Target Area	Citywide
	Goals Supported	Improve quality of life through public services
	Needs Addressed	Non-Homeless Special Needs
	Funding	2025-26 CDBG: \$20,000
	Description	Funding for public service providers administering assistance for vulnerable low- and moderate-income persons and families.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	30 Individuals
	Location Description	Gary and Mary West PACE (1706 Descanso Ave, San Marcos, CA)
	Planned Activities	Provide funding to Gary and Mary West PACE to administer the Shallow Subsidy Program for Seniors.
<b>8</b>	<b>Project Name</b>	<b>Public Services – Interfaith Community Services</b>
	Target Area	Citywide
	Goals Supported	Improve quality of life through public services
	Needs Addressed	Non-Homeless Special Needs
	Funding	2025-26 CDBG: \$20,000

	Description	Funding for public service providers administering assistance for vulnerable low- and moderate-income persons and families.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	10 Households
	Location Description	Interfaith Community Services (headquarters located at 550 W Washington Ave Escondido, CA)
	Planned Activities	Provide funding to Interfaith Community Services to administer homeless prevention services.
<b>9</b>	<b>Project Name</b>	<b>Public Services – Women’s Resource Center</b>
	Target Area	Citywide
	Goals Supported	Improve quality of life through public services
	Needs Addressed	Non-Homeless Special Needs
	Funding	2025-26 CDBG: \$10,000
	Description	Funding for public service providers administering assistance for vulnerable low- and moderate-income persons and families.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	30 Individuals
	Location Description	Women's Resource Center (headquarters located at 1963 Apple St, Oceanside, CA)
	Planned Activities	Provide funding to the Women’s Resource Center to administer domestic violence resources for women and children.
<b>10</b>	<b>Project Name</b>	<b>CDBG Program Administration</b>
	Target Area	Citywide
	Goals Supported	Invest in public infrastructure and community facility improvements Improve quality of life through public services
	Needs Addressed	Non-Housing Community Development Non-Homeless Special Needs
	Funding	2025-26 CDBG: \$132,561
	Description	Funding for planning and administration of the San Marcos CDBG Program.
	Target Date	June 30, 2026
	Estimate the number and type of families that will benefit from the proposed activities	N/A
	Location Description	San Marcos Civic Center (1 Civic Center Drive, San Marcos CA)
	Planned Activities	The City will conduct the following administration/planning activities: (1) General Administration of the overall CDBG Program, including preparation of budget, applications, certifications, and agreements, (2) Coordination of

		all CDBG-funded capital improvement projects, (3) Coordination of the Public Service Subrecipients, (4) Monitoring of all CDBG projects/programs to ensure compliance with federal regulations, (5) Preparation of the Annual Action Plan, and (6) Preparation of the Consolidated Annual Performance and Evaluation Report (CAPER). CDBG Program Administration also includes funding for the Legal Aid Society of San Diego.
--	--	--

DRAFT

## **AP-50 Geographic Distribution - 91.420, 91.220(f)**

### **Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed**

The Low- and Moderate-Income Areas in San Marcos are shown in Figure 1. In general, low- and moderate-income areas are in the central and northern areas of the City. The City is bisected with Highway 78 and is home to several educational institutions including California State University of San Marcos, Palomar College, and University of Saint Katherine. The City was formerly known for its agricultural history with some of the nation's largest poultry farms and dairy farms. However, the City has not established any specific target areas for expenditure of CDBG funds.

### **Geographic Distribution**

<b>Target Area</b>	<b>Percentage of Funds</b>
NA	NA

**Table 21 - Geographic Distribution**

### **Rationale for the priorities for allocating investments geographically**

The City of San Marcos will not be allocating funding on a geographic basis.

### **Discussion**

See above.

## **AP-85 Other Actions - 91.420, 91.220(k)**

### **Introduction**

The City will continue to work with private developers, non-profit firms, and other public agencies to remove obstacles to meeting underserved needs of its low- and moderate-income residents.

### **Actions planned to address obstacles to meeting underserved needs**

The City will continue to partner with housing developers to create more affordable housing, to provide San Marcos residents with public service resources for basic needs, to fund homeless support services through the Alliance for Regional Solutions, to construct ADA Improvements to assist our residents with severe disabilities, improve community facilities to provide access to low-and moderate-income residents, and provide housing legal assistance by affirmatively furthering fair housing. The primary obstacle in meeting the underserved needs is the continued lack of available federal, state and local funding for community development and housing activities, including public services and other programs. Local jurisdictions whose primary mission is to provide social services, such as the County of San Diego, do not receive enough federal funding to meet the overwhelming need for Section 8 Rental Assistance.

The City will continue to work with the San Marcos Community Foundation, which awards grant funds for activities that directly assist San Marcos residents, with a focus on meeting unmet needs. In Southern California, the continued high cost of living, housing costs for both rental and ownership and the elimination of state redevelopment agency (RDA) funds combine to create a major obstacle in providing affordable housing. The City plans to continue to hold annual social service provider meetings in San Marcos to help with solutions to meet underserved needs.

As outlined in the City's 2021-2029 Housing Element, San Marcos will also implement actions to serve special needs populations including, but not limited to, Program 10: Density Bonus Implementation Program, Program 11: California Accessibility Standards Compliance Program, Program 12: Downpayment Assistance Program (DAP), Program 13: San Marcos Affordable Homeownership (SMAHP).

### **Actions planned to foster and maintain affordable housing**

The Inclusionary Housing Ordinance requires all developers of new for sale housing units to either provide 15 percent of those units at affordable prices or pay an in-lieu fee. The City has an inspection program to maintain affordable housing units constructed. The affordable housing inspection program ensures that over 2,000 units of affordable rental housing, with income restrictions obtained through regulatory agreements, are maintained in a clean and safe condition and that the incomes of those families living in the over 20 different communities are verified as meeting the limits required by the funding source that help build the units. The City's Housing Element was adopted in 2021. The housing element provides long range policy direction consistent with the General Plan.

### **Actions planned to reduce lead-based paint hazards**

San Marcos is committed to reducing the hazards of lead-based paints in compliance with lead-based paint reduction requirements in all housing activities covered by Sections 1012 and 1013 of the Residential Lead- Based Paint Hazard Reduction Act of 1992, as well as the Lead-Safe Housing Rule under 24 CFR Part 35. All housing programs include a component of lead-based paint abatement including procedures if lead-based paint is identified. City building inspectors monitor housing units that apply for a permit for construction or remodeling, which may contain lead-based paint and other lead hazards. Any property built prior to 1978 must undergo lead paint testing and, if lead hazards are found, those hazards must be eliminated as a requirement for participation in the programs. A City building inspector inspects the homes funded under the homeowner rehabilitation program. Code enforcement officers are taught to identify lead-based paint hazards as part of their on-going code enforcement activities.

### **Actions planned to reduce the number of poverty-level families**

The City's antipoverty strategy of providing safe, affordable housing continues to assist in reducing the number of poverty level families in San Marcos. By providing safe, affordable housing for those on a limited income, those families are able to live in an environment where no more than 30 percent of

their limited income is spent on housing. In addition, the City provides that affordable housing developments provide programs (e.g. after school, computer labs, budgeting, language classes) to assist residents in excelling in both school and work environments. These affordable housing developments thus assist families in moving up the

### **Actions planned to develop institutional structure**

The City of San Marcos participates in several working groups that are comprised of public/private agencies to enhance regional coordination on a variety of issues in San Diego County. These groups include the Alliance for Regional Solutions, San Diego Regional Continuum of Care Council (RCCC), San Diego Regional Alliance for Fair Housing (SDRAFFH), North County Food Policy Council, San Diego Association of Government's (SANDAG's) Regional Planning Technical Group, SANDAG's Regional Housing Working Group, SANDAG's Cities/Counties Transportation Advisory Committee (CTAC), North County Comprehensive Gang Initiative (NCCGI) Steering Committee, San Diego North Economic Development, the 78 Corridor Cities Working Group, and the San Diego County's CDBG Coordinator's Group. Staff provides information services to the public seeking information about local nonprofit agencies and organizations. Staff participated in HUD webinars and virtual meetings to stay current with HUD program requirements and attended the HUD All Grantee Meeting for the Los Angeles office. The City participates in the San Diego County Regional CDBG Coordinator's Group quarterly meeting with other entitlement jurisdictions to discuss program activities and program compliance. Staff also attends the San Diego Regional Alliance for Fair Housing (SDRAFFH) meetings. The City is continuously working on improving the institutional structure to ensure that all CDBG funds are being used in the most effective way possible given funding constraints.

### **Actions planned to enhance coordination between public and private housing and social service agencies**

The County of San Diego Housing and Community Development (HCDS) serves as the City's public housing agency. HCDS plays a significant role in addressing regional housing and homeless issues. HCDS participates in intergovernmental activities that include the Regional Task Force on Homelessness, City/County Reinvestment Task Force, San Diego Regional Alliance For Fair Housing, Regional Affirmatively Furthering Fair Housing (AFFH) (formerly Assessment of Impediments to Fair Housing Choice), Joint City/County HIV Housing Committee, HIV Planning Council, Urban County CDBG Program, CoC Governance Board, CoC general membership, CoC Governance sub-committee, 25 Cities Leadership and Design Team and the HOME Consortium. HCDS will continue to work with partner agencies to address regional issues. The City meets annually with social service agencies providing services to low- and moderate-income residents. The meetings are open to all interested parties and are well-attended.

### **Discussion**

See above.

# Program Specific Requirements

## AP-90 Program Specific Requirements - 91.420, 91.220(l)(1,2,4)

### Introduction

#### Community Development Block Grant Program (CDBG)

##### Reference 24 CFR 91.220(l)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan
3. The amount of surplus funds from urban renewal settlements
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan.
5. The amount of income from float-funded activities

Total Program Income

#### Other CDBG Requirements

1. The amount of urgent need activities



# Fiscal Year 2025-26 Annual Plan Supplement

## Annual Plan Proposals Summary

### Community Development Block Grant (CDBG) Program

Senior Activity Center HVAC <sup>1</sup>	\$1,156,901.32
Bradley Park Master Plan	\$250,000
Richmar Park <sup>2</sup>	\$1,036,000.00
Public Services	\$99,000
Community Resource Center	\$14,000
Lifeline Community Services	\$15,000
COSM Senior Center Nutrition Program	\$20,000
Gary and Mary West PACE	\$20,000
Interfaith Community Services	\$20,000
Women's Resource Center	\$10,000
CDBG Program Administration	\$132,561
Legal Aid Society of San Diego	\$26,000
<b>Total CDBG Grant Entitlement</b>	<b>\$2,674,462.32</b>

1. Funded partially by funds from previous fiscal years
2. Funded partially by repayment funds