

INSIDE THIS ISSUE:
 Infrastructure
 Our New Resident
 Happy Birthday Lemon Grove
 National Night Out

July 2022// Issue 7

THE ZEST

CITY OF LEMON GROVE NEWS



The well-being of our community is dependent upon modern and well-designed systems that contribute to energy efficiency, address poverty, mitigate traffic jams, and dictate public safety. This contributes to an overall better quality of life and ensures that we maintain opportunities for economic growth that are both sustainable and resilient. Since our incorporation in 1977, significant strides have been made to improve systems that keep our infrastructure in working condition.

In our network of 78 lane miles of streets, Public Works has been effective in its approach to ongoing maintenance of streets, sidewalks, and traffic control systems. Most recent efforts such as the introduction of a four-way stop, pavement enhancement and improvement, and graffiti abatement have been at the forefront of city priorities and made possible by way of approved budget and funding.

Here are a few of the infrastructure projects underway or in planning stages.

FY 2022/23:

- Street Maintenance Project
- Golden Avenue Street Improvement
- Crane Street Rehabilitation Project
- Connect Main Street Project
- Bakerfield East — Sewer Main Replacement Project
- Central Avenue Pump Station

The dedicated leadership and professionals of the Lemon Grove community understand that the road ahead presents many challenges such as the rapid growth of waste production, population growth, and urbanization. Even moreso, they understand that preparation to address said challenges in our emerging market is paramount.

"WHAT WE NEED IS A SMART SYSTEM OF INFRASTRUCTURE EQUAL TO THE NEEDS OF THE 21ST CENTURY."

— PRESIDENT BARACK OBAMA



Have You Seen OUR NEWEST RESIDENT?



If you drive around the city or even pass through via SR-94, then chances are you have noticed a new active and illuminating resident near Lemon Grove Avenue and North Avenue.

Digital billboards such as the one operated by our partner, OUTFRONT have become a staple in advertising. Aside from the fact that they allow for creative freedom, they are able to provide a quick turnaround for announcements.

On average, 71 percent of people consciously look at billboards when driving. Since most commuters spend about 300 hours each year behind the wheel, done right, our new billboard is one of the most effective means for the city to get the word out and provide added value to our community at large by way of lease revenue, public service announcements, and information surrounding public events such as Concerts in the Park and our annual Bonfire.

Tip:

We hear that she's often seen at her best right around sunset.



CITY OF LEMON GROVE
 3232 Main Street,
 Lemon Grove, CA 91945
 619.825.3200
www.lemongrove.ca.gov

Find us on these social networks!



It's our Birthday!



You read that right. The City of Lemon Grove is celebrating its 45th birthday as California's 414th city. Words alone cannot begin to express the appreciation of love, happiness, and enduring spirit that all 27,000 community residents display each and every day in the, "Best Climate on Earth". Because of you we are able to consistently thrive as a city. Your dedication to the improvement of our neighborhoods and making the hard decisions that prepare us all for the future, is indicative of your continued drive, your passion, and willingness to pave the way for new beginnings. Today, is not about celebrating another number, but moreso about celebrating the number of individuals that continue to put their best foot forward. We see your efforts. You are the heart and soul of Lemon Grove and nothing is more heartwarming than being able to stand among a community that celebrates UNITY above all.

In reaffirming the potency of our community, we understand that the many great strides among us are almost always earned. We realize that there are roads that must be travelled and on this journey, the risk-takers and doers for generations have been here to lend their guidance, their support, and their labors which continue to carry us through a long path of prosperity.

**Happy Birthday,
To the City of Lemon Grove**

**LEMON GROVE FACEBOOK TRIVIA ANSWER:
THE HELIX WATER DISTRICT**

National Night Out
WITH THE SAN DIEGO COUNTY
SHERIFF'S DEPARTMENT
TUESDAY, AUGUST 2

National Night Out is an annual community-building campaign that promotes law enforcement-community partnership and neighborhood camaraderie. Meet your local Sheriff's Deputies and Crime Prevention Specialists. Many of our events will feature giveaways and more. We look forward to seeing you at National Night Out.

Participating Sheriff's locations can be found on the back of this flyer

Instagram, Twitter, YouTube, Facebook icons
@SDSHERIFF

For more event information, visit: www.sdssheriff.gov

LEMON GROVE SUBSTATION
TREGANZA PARK
3200 MAIN STREET
5:00 P.M. TO 8:00 P.M.
For more info: (619) 337-2162

**BE ON THE LOOKOUT FOR
A SPECIAL EDITION OF**

THE ZEST!



- LEMON GROVE CITY COUNCIL
- Mayor Racquel Vasquez
- Mayor Pro Tem Jerry Jones
- Councilmember Jennifer Mendoza
- Councilmember George Gastil
- Councilmember Liana LeBaron

Let us know what you think of *The Zest!*
Email us at cityoflemongrove@lemongrove.ca.gov