



Atascadero Police Association
October 5, 2026

Dear Residents of Atascadero,

The Atascadero Police Association is proud to endorse Mike Avila for Atascadero City Council.

Our Association believes that effective local leadership requires a commitment to public safety, responsible fiscal management, economic vitality, and maintaining the quality of life that makes Atascadero a great place to live, work, and raise a family. We believe Mike Avila brings the experience, perspective, and commitment necessary to help Atascadero continue moving forward while keeping public safety among the City's highest priorities.

Mike has demonstrated a clear understanding that a safe and prosperous community requires strong investment in the professionals responsible for protecting it. His commitment to public safety and supporting Atascadero's police and fire services is particularly important to our Association. We appreciate that Mike recognizes that public safety is not simply another item in a municipal budget—it is a fundamental responsibility of local government and a critical component of a thriving community.

Mike's campaign priorities also reflect many of the issues important to the future of Atascadero, including economic development, infrastructure, road maintenance, parks, and responsible growth. His experience as a local business owner gives him firsthand knowledge of the challenges facing employers, employees, and families in our community. We believe that perspective will be valuable as the City works to strengthen its economic base and maintain the services and infrastructure residents expect.

Mike's commitment to Atascadero extends beyond his campaign for City Council. He and his wife, Kellie, own Avila Traffic Safety, a local business that began operations in 2014 and has grown to employ more than 100 people. The company performs roadway safety work and provides roadway signage, structures, products, and equipment. His experience building and operating a successful business provides him with a practical understanding of economic development, employment, infrastructure, and the importance of a business-friendly local government.

Just as importantly, Mike has been a consistent supporter of the Atascadero Police Department and the men and women who serve our community. His support for public safety has been demonstrated through his actions and his engagement with the department and the broader community. The Atascadero Police Association values leaders who understand the challenges faced by law enforcement

and who recognize the importance of providing officers with the resources, staffing, training, and support necessary to keep our community safe.

Mike also brings valuable governmental experience through his service as a member of the San Luis Obispo County Planning Commission, representing District 5. That experience has provided him with an understanding of land-use planning, development, infrastructure, public policy, and the responsibility that comes with making decisions that directly affect local communities.

We believe this combination of local business experience, public-sector experience, community involvement, and a demonstrated commitment to public safety makes Mike Avila uniquely qualified to serve on the Atascadero City Council.

Atascadero deserves leaders who will listen to residents, support the men and women who protect our community, encourage responsible economic growth, maintain our infrastructure, and make thoughtful decisions about the City's future. Mike Avila has demonstrated that he shares these priorities.

For these reasons, the Atascadero Police Association proudly endorses Mike Avila for Atascadero City Council and encourages Atascadero voters to support his candidacy in the November 2026 election.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sam Rodriguez', with a long horizontal flourish extending to the right.

Sam Rodriguez

Atascadero Police Association, President