

# THE SPOTLight

News From Councilmember Sherri Lightner  
City of San Diego, District One

November 1, 2013

Representing the communities of:

- Carmel Valley
- Del Mar Mesa
- La Jolla
- Pacific Highlands Ranch
- Torrey Hills
- Torrey Pines
- University City



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## Cyber Security Summit Supports Growing Industry Hub



Sherri & Congresswoman Susan Davis

To kick off Cyber Security Awareness Month in October, Sherri hosted a summit intended to link government, education, military and business leaders together with other industry experts to discuss how to support and grow the region's fledgling cyber security sector.

Maintaining the security of cyberspace is a shared responsibility that will not only keep our digital borders safe, but also is an engine for economic growth and job creation.

The San Diego region needs to work together to expand career training and education opportunities in this emerging field, as well as grow more technology businesses that can help protect both the public and private sectors from cyber threats.

"We want San Diego to be a cyber security hub, the go-to place for innovative solutions and trained professionals to protect critical IT and infrastructure from domestic

and international cyber attacks," said Sherri.

We would like to thank all the excellent panelists for the Cyber Security Summit, which was held at the Lodge at Torrey Pines, including: U.S. Congresswoman Susan Davis; Sean Barr, vice president of the San Diego Regional Economic Development Corp.; Ret. Vice Admiral Walter Davis, vice president of CommNexus; Liz Fraumann, executive director of Securing Our eCity; Barry Janov, director with San Diego State University Research Foundation; Stefan Savage, UCSD professor; Anthony Nufer of the San Diego Military Council; Darin Anderson, founder of CyberUnited and CyberHive; and Patrick Sullivan, executive director of SPAWAR.

## New Plan Streamlines City Operations

The City Council recently approved a plan that will streamline the city's government, making it more efficient and accountable and helping the 10,000-employee operation run as smoothly as possible.

The plan includes changing the city's management structure to improve communication and speed up decision-making; making sure talented staffers are trained for promotion; and conducting a top-to-bottom study of the entire bureaucracy to find efficiencies.

The end result will be a government that runs more smoothly, responds more quickly to the

public and spends taxpayer money as wisely as possible. Sherri noted that these are all sensible adjustments that will make our government more agile, more responsive and ultimately more effective.

One of the highlights of the plan is the creation of a new Department of Planning, Neighborhoods and Economic Development, enabling the city to think and act on a broader and longer-range scale about issues of development and growth.

This department will include several cutting-edge features, including a Civic Innovation Lab charged

with identifying and road-testing innovative ideas about urban design and civic engagement.

As part of the plan, the city will also take an aggressive approach to training talented employees through an annual series of leadership and management academies.

The result will be a more seasoned staff with deeper institutional knowledge. The city can save time and money in the long-run by promoting from within rather than being forced to hire from outside the organization to fill top posts.

## City Council Committees Undergo Restructuring



On October 15 the City Council unanimously approved a plan to overhaul the City Council committees that help craft local laws and shape public policy.

The revamped structure will take effect in December and includes seven standing committees: Budget and Government Efficiency; Economic Development and Intergovernmental Relations; Environment; Infrastructure; Public Safety

and Livable Neighborhoods; Smart Growth and Land Use; and Audit.

As chair of the Rules and Economic Development Committee, Sherri was appointed by City Council President Todd Gloria to spearhead the effort to modernize the council committees and bring them into the 21st century.

She explained that the committees hadn't been reviewed for

decades. "There's an urgent need now, more than ever before, to be strategically focused on our policy priorities so that we can better serve our citizens."

This restructuring makes the City council committees more innovative and effective and better reflects the city's major goals and top priorities, said Sherri.

## Alternative Plans Being Considered for One Paseo



Rendering of One Paseo

The City's Development Services Department is circulating three new project alternatives to the One Paseo Project for review and comment.

The three new alternatives have been prepared in response to comments received during the original public review period for the Draft Environmental Impact Report.

A copy of the re-circulated

alternatives can be found online by clicking this link: [Alternate Plans](#)

Sherri encourages everyone in the community to provide their input on the proposed new alternatives by sending comments to:

Martha Blake, Environmental Planner, City of San Diego Development Services Center, 1222 First Avenue, MS 501, San Diego, CA 92101.

Comments can also be emailed to the City's Development Services Department at: [DSDEAS@sandiego.gov](mailto:DSDEAS@sandiego.gov).

Please remember to write the Project Number 193036 in the subject line and submit your comments no later than Dec. 10.

Have a question about One Paseo? Contact Sherri's office at (619) 236-6611 or [sherrilightner@sandiego.gov](mailto:sherrilightner@sandiego.gov).

## Buying Local Strengthens San Diego Communities



The San Diego North Chamber of Commerce (SDNCC) has joined up with area business organizations to encourage shoppers to spend their money locally.

The Think Local First initiative is designed to strengthen San Diego's communities by promoting local buying, hiring and contracting services.

Those local dollars can then be re-invested in infrastructure

projects and public services such as police and fire.

According to SDNCC President Debra Rosen, it's been proven that money spent locally stays local. For every \$100 spent, she says \$43 to \$68 goes back into the community and into our local tax base.

Those tax dollars can be spent on roads, sidewalks, streetlights and other public amenities.

Keeping dollars in San Diego has a host of positive social, economic and even environmental benefits for our communities.

To learn more about the campaign, visit: <http://thinklocalfirstsd.com/>

## Sherri Around Town



*La Jolla Shores lifeguards held a community open house on Oct. 11. Sherri and local residents toured the tower and checked out the new station that officially opened in July.*



*The Sports & Active Lifestyle industry is a major driver in San Diego's regional economy. Sherri, along with Interim Mayor Gloria, San Diego Workforce Partnership and the San Diego Economic Development Corporation unveiled a new economic impact report detailing this industry's contributions to our local economy.*



*Sherri joined other green-minded customers at Bird Rock Coffee Roasters to launch the two-week "Show Your Mug" campaign to encourage customers to bring their own reusable drink cups.*

## Bird Rock Project Transforms Trash Cans with Vibrant Art



*Big thanks to Jane Wheeler of Bird Rock Artist Guild, the Bird Rock Community Council and the City of San Diego Commission for Arts & Culture for bringing this great project to Bird Rock!*

## Local Business Spotlight: The Sony Store at UTC

Sherri often likes to highlight a new or unique business in District 1. Here's this month's selection.

**Who:** The Sony Store at UTC

**Where:** 4545 La Jolla Village Dr. in Westfield UTC (near Forever 21)

**What you'll find:** This is Sony's first "boutique-style" format in the U.S. It has a smaller footprint and prod-

uct assortment, but still features many of Sony's best TVs, cameras, computers and audio products and services.

**The upside:** The Sony Store at UTC is based on the new concept design approach that creates a fresh, modern and unique destination where guests can explore, discover and compare the best of Sony in one place — from electronic products to

popular music, along with the latest movies and games.

The store's team is passionate about digital entertainment and can help guests find that perfect product or solution, including the 4K Ultra HD TV.

**For more information:** (858) 535-2171



## Working for You in the Community



Need assistance in getting a pothole fixed? Call Sherri's office at (619) 236-6611. We are here to help.

Helping constituents get potholes filled, streetlights fixed and other neighborhood repairs completed is one of Sherri's top priorities. Here is a sampling of projects her office worked on this past month:

### Potholes

- Patched potholes on Via Capri

### Cleanups and Repairs

- Trimmed vegetation

at the corner of Beaumont Ave. & Forward St.

### Streetlights and Traffic Signals

- Installed pedestrian warning signs on Townsgate Dr.
- Repaired broken streetlight on Golden Haven Dr.
- Repaired broken streetlight on Carmel Valley Rd.
- Removed old wooden streetlight poles on La Jolla Scenic Drive North
- Fixed broken "No Parking" sign at the intersection of Bird Rock Ave & Dolphin Place
- Repaired fallen down sign on La Jolla Shores Drive
- Restriped bicycle lanes along Via de la Valle

Sherri is on the Web at

[sandiego.gov/citycouncil/cd1/](http://sandiego.gov/citycouncil/cd1/)

### Follow Sherri:



Facebook: [www.facebook.com/Sherrilightner](http://www.facebook.com/Sherrilightner)



Twitter: [www.twitter.com/#!/Sherrilightner](http://www.twitter.com/#!/Sherrilightner)



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### Your Community Representatives

If you have a concern or question about an issue in your neighborhood, please contact our constituent services representative, Laena Shakarian, or your community representative. We're here to help!

#### Constituent Services (streets repairs, water leaks, traffic, etc.) and Torrey Hills/Del Mar Mesa

Laena Shakarian      lshakarian@sandiego.gov      (619) 236-6611

#### Park and Recreation and Environmental Issues

Greg Parkington      gparkington@sandiego.gov      (619) 236-6611

#### Torrey Pines

Mo Kantner      mkantner@sandiego.gov      (619) 236-6611

#### La Jolla

Erin Demorest      edemorest@sandiego.gov      (619) 236-6611

#### Carmel Valley /Pacific Highlands Ranch /University City

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