

# THE DeMAIO DISPATCH

Volume 4, Issue 1

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## Carl's Policy Priorities

**Fiscal Responsibility**

**Open and Honest Government**

**Clean and Safe Neighborhoods**

**Quality Jobs**

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*Creating a city government  
we can be proud of*



### A Message from Carl...

As our City faces ongoing budget deficits and our roads continue to lay in disrepair my office and the Mira Mesa community have decided to take matters into our own hands to fix the neighborhood streets.

We are organizing a Road Repair Rally in Mira Mesa where volunteers will walk every street and report pot-holes and other needed street repairs. In recent repair rallies, community members have reported over 700 potholes and street issues that have been or are in the process of being repaired.

Our office is still looking for volunteers to help make this event a success. If you're willing to help, please contact our office at 619-236-6655 or email me at [CarlDeMaio@SanDiego.Gov](mailto:CarlDeMaio@SanDiego.Gov).

The event will be held on Saturday February 18th, from 9:00 am to 11:00 at the Mira Mesa Senior Center Parking Lot at 8460 Mira Mesa Blvd. San Diego, CA. 92126. Hope to see you there.

In Service,

Carl DeMaio

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## DeMaio Outlines Major Job Creation Strategies in His “Pathway to Prosperity” Plan

*Plan Includes 112 Recommendations Under 10 Economic Strategies  
Businesses To Be Offered Relief Under “Performance Contracts” for Job Creation*



After months of holding Job Creation Summits, examining best practices from cities across the nation, and soliciting advice from local business leaders, City Councilmember Carl DeMaio released an 86-page Pathway to Prosperity Job Creation Plan which spells out 112 ideas to streamline city regulations and launch a number of initiatives to create and keep jobs in San Diego.

“We need to get San Diegans back to work – and this plan will make San Diego the leader in innovation, entrepreneurship, and job creation,” said DeMaio.

“We must start by making significant changes in the culture and processes at City Hall to foster job creation, and then follow that up by aggressively marketing San Diego to businesses and consumers across the nation and the world,” said DeMaio.

DeMaio’s plan cuts mountains of red tape across city departments and proposes a complete overhaul of the city’s permitting process. DeMaio also proposes “fixed price, time guaranteed” permitting – and a money back commitment if the city drops the ball.

In addition to making the existing regulations simpler, DeMaio proposes to offer businesses additional regulatory relief and tax/fee reductions – but only if those businesses enter into a “Performance Contract” that holds them accountable for job creation goals.

DeMaio’s plan also offers targeted initiatives for BioTech, High-Tech, Clean-Tech, Tourism, Housing, and Defense sectors – and several proposals for improving workforce development and training.

“I want San Diego to be known not just for good weather, but for being the perfect climate for business,” DeMaio concluded, referring to a proposed marketing campaign included in the Pathway to Prosperity.

A full copy of the Pathway to Prosperity can be found online at [www.SanDiego.gov/cd5](http://www.SanDiego.gov/cd5)



Councilmember DeMaio introduces his comprehensive jobs plan with a coalition of San Diego business leaders.

# PATHWAY TO Prosperity

Presented by **Councilmember Carl DeMaio**

## **Strategy 1 – Cut Red Tape through Regulatory Reform**

These reforms will streamline permit processing, provide regulatory relief, and fundamentally change the processes and culture at City Hall to help San Diego businesses cut through red tape and create more jobs.

## **Strategy 2 – Target Emerging Economic Sectors**

These reforms provide a targeted plan to encourage the growth of jobs within emerging sectors, which provide some of the highest-paying careers and bright futures for our local workforce.

## **Strategy 3 – Promote Small Businesses**

Our local economy is driven by small businesses, over 90,000 in San Diego. DeMaio's strategy includes: technical assistance and advocacy, permitting and code enforcement, keeping taxes and fees low, and opening access to city contracts.

## **Strategy 4 – Make San Diego's Workforce the Most Competitive in the Nation**

We must make sure San Diego's workforce has the skill sets needed to succeed in a highly competitive 21st century economy. We must specifically target high unemployment among youth and returning veterans (17% and 25% respectively) – as well as the deficit in workers with skills in STEM disciplines: Science, Technology, Engineering, and Math.

## **Strategy 5 – Rebuild and Improve Our Economic Infrastructure**

A strong economy requires a well-functioning transportation infrastructure. We must provide the streets, highways, airports, and port infrastructure needed to allow commerce to flourish in San Diego.

## **Strategy 6 – Position San Diego as a Gateway to the Asia-Pacific Economies**

The economy has gone global, and San Diego must embrace global relationships as a pathway to prosperity.

## **Strategy 7 – Reduce the Cost of Living for San Diego's Working Families**

A major hurdle to job creation in San Diego continues to be the high cost of living. The Pathway to Prosperity provides solutions to help reduce the cost of living for San Diego's working families – from providing affordable housing to reforming water rates.

## **Strategy 8 – Ensuring Economic Opportunities Are Available to All San Diegans**

We have a responsibility to provide an even playing field for San Diego companies and individual workers -- ensuring economic opportunities are available to all San Diegans, union and non-union alike.

## **Strategy 9 – Advocating for Federal and State Regulatory Reform**

Washington and Sacramento politicians have failed to solve California's problems – and have only exacerbated our economic and fiscal problems. We must act to change this. San Diego is California's second-largest city – and is in a unique position to help shape and lead the debate for regulatory reform on the state and national levels.

## **Strategy 10 – Provide Regional Economic Leadership – and Measure Results**

The City should provide the leadership necessary to move our entire region forward on job creation. As initiatives are implemented, we must measure our performance – and report results to the public.



Councilmember DeMaio leads the discussion at one of his jobs forums with business leaders who helped shape the Pathway to Prosperity jobs plan.

## DeMaio Releases “Welcome Home Plan” To Help Veterans Transition to Job

*Proposal to Provide the Mentorship and Cooperation Needed  
to Help Veterans Transition to Employment*



Carl DeMaio released an ambitious 7-point plan to help returning veterans transition into new

jobs in San Diego. Surrounded by leaders in veterans' job training programs, DeMaio is bringing the issue of veterans' unemployment to the forefront as military spending cuts and the draw-down in Afghanistan promises to make the problem even more challenging in coming years.

“We can honor the service of our veterans by helping them transition to new jobs once they return,” DeMaio commented.

“City leaders should not stand idly by as returning veterans face unemployment rates twice as high as the rest of the population,” said DeMaio. “Employment challenges faced by our veterans will only increase as tens of thousands of soldiers return home from Iraq over the coming year.”

Dubbed the “Welcome Home Plan” - DeMaio's proposals include:

- Launch a “Veterans-Helping-Veterans” Initiative to Provide Mentors to Help Vets Transition to Employment
- Expand opportunities for veteran-owned small companies to bid on city contracts.
- Partner with San Diego 211 to increase coordination between the City, County, and multiple disjointed local veterans' organizations that provide assistance.
- Study changes in local licensing and certification processes, so that skills learned on the battlefield can be more easily translated into a civilian job.
- Work with the USO to provide a permanent facility in San Diego.



Councilmember DeMaio introduces his Veterans jobs plan with members of the veterans' community.

- Reconvene the City's Military & Veterans Affairs Advisory Board, including members who specialize in veterans' job training programs.

Many experts in veterans' job training and employment programs attended DeMaio's Job

Creating Town Halls in the fall have been helpful in offering ideas to fight the challenges facing veterans looking for work. The need to coordinate between the region's multiple agencies, non-profits, and employers is paramount to addressing the veterans employment crisis.

DeMaio is submitting his proposal to the City Council's recently created “Economic Development and Strategies Committee.”

“As veterans are coming back from their service, we need to commit to get them back to work,” concluded DeMaio.

## Around the District

*Join Carl at Upcoming Events and Become More Involved in the Community*

### Upcoming Events:

**Jan. 31st**

**Pack 685 Bridging Ceremony**

Time: 7:30 pm – 8:00 pm  
17117 4S Ranch Pkwy  
San Diego, CA.

**Feb. 7<sup>th</sup>**

**Appearing on the Mark Larson Radio Show**

Time: 7:10 am  
1170 AM KCBQ

**Feb. 8<sup>th</sup>**

**State of the County Address**

Time: 6:00  
2131 Pan American Plaza  
San Diego, CA.

**Feb. 9<sup>th</sup>**

**Retirement Taskforce Hearing**

Time: 12:00 – 1:30 pm  
San Diego, CA.

**.Feb. 16<sup>th</sup>**

**Monarch's School Ground Breaking**

1625 Newton Ave.  
San Diego, CA. 92113

**Feb. 18th**

**Mira Mesa Road Repair Rally**

Time: 8:00 – 11:00am  
8460 Mira Mesa Blvd.  
San Diego, CA.

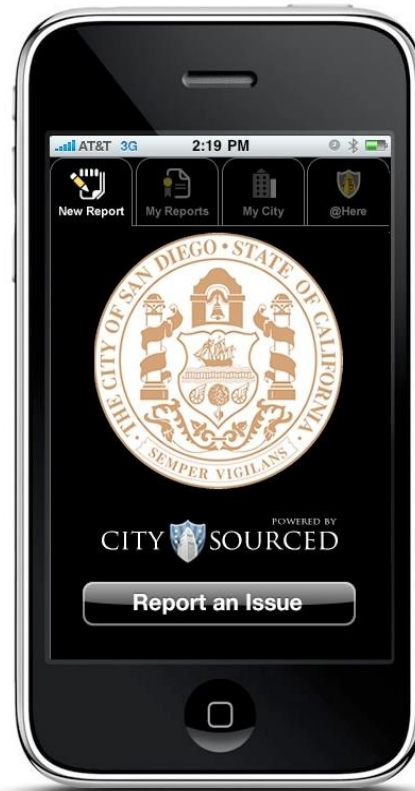
**Mar. 6<sup>th</sup>**

**Appearing on the Mark Larson Radio Show**

Time: 7:10 am  
1170 AM KCBQ

***For further information  
please call 619-236-6655  
or email***

***[CarlDeMaio@SanDiego.gov](mailto:CarlDeMaio@SanDiego.gov)***



San Diego 311 is a simple way to report problems in your community. For information on how to download the app please visit:  
<http://www.sandiego.gov/citycouncil/cd5/>

### ***Real-Time Updates...***



Get direct messages on the latest from Councilmember DeMaio by following him on Facebook and Twitter. Announcements include community news, important decisions from the City Council, and breaking news.

***[www.facebook.com/carldemaio](http://www.facebook.com/carldemaio)***

***[www.twitter.com/carldemaio](http://www.twitter.com/carldemaio)***