

# YOUR SAN DIEGO

News From Interim Mayor Todd Gloria



December 2013  
Volume 5, Issue 12

Interim Mayor  
Todd Gloria proudly  
represents

Balboa Park  
Bankers Hill/Park West  
Downtown  
Golden Hill  
Hillcrest  
Middletown  
Mission Hills  
Normal Heights  
North Park  
Old Town  
South Park  
University Heights

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## Update from the Mayor's Office by Interim Mayor Todd Gloria

Dear Friends,

This time last year, I had just been elected Council President for 2013 by my Council colleagues. It was a tremendous honor, and I was looking forward to advancing policies that would strengthen our neighborhoods and our economy. We began the year with a new mayor who accomplished little, disrupted much, and ultimately became a liability for our City. What occurred in those first nine months, well it's nothing I could ever have imagined.

When I became Interim Mayor on August 30, it was my intention to accomplish as much as I possibly could in a short period of time. This time of year we all make our holiday lists. Here is a list of my Favorite Things we've done since I became Interim Mayor.

1. Our new Downtown library, the San Diego Library @ Joan A Irwin Jacobs Common, opened after 30 years of planning and dreaming and reflects San Diego's value of knowledge, technology, literacy, and education.
2. The Convention Center expansion was approved which will create 7,000 permanent jobs and have an estimated economic impact of \$700 million a year.
3. The Workforce Housing Offset was updated, increasing the funding stream for affordable housing options.
4. I brought forth a project list for a \$120 million infrastructure bond that includes \$43,460,000 for street resurfacing and additional improvements made to libraries, fire stations, and storm drains. This infrastructure bond will be considered by my Council colleagues next month.
5. Border relations were strengthened by regularly scheduled meetings with elected officials from the Baja region as well as City department leaders meeting with their Tijuana counterparts to make our shared region greater.
6. The Prevailing Wage Ordinance was approved which is expected to result in safer and better monitored work sites, on-time project completion, properly trained apprentices, and fewer construction defects, change orders, and cost overruns.
7. A reorganization of City government was approved which will make our City's operations run more smoothly and efficiently, save time and money, and invest in the development of our employees.
8. We unveiled a ground-breaking Climate Action Plan that positions San Diego as a national leader in clean energy and a clean tech economy.
9. The City Council approved dispersing \$6 million of collected assessments to the San Diego Tourism Marketing District to re-launch marketing efforts to draw visitors to San Diego and increase City revenues.

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## Todd Gloria: Aspen Institute Fellow



Last month, Interim Mayor Gloria was recognized as one of the nation's most promising young leaders in American government by the Aspen Institute. He was one of just 24 Fellows selected for his reputation for intellect, thoughtfulness, and a commitment to civil dialogue. The Aspen Institute's Rodel Fellowship Program for Public Leadership is available by invitation only to individuals who are in publicly elected office. The 24-month fellowship program consists of three weekend-long seminars, generally held in Aspen, Colorado, and week-long foreign trips in Asia and the Middle East. "I am honored and humbled to have been selected for this prestigious fellowship program and look forward to building new friendships with the other Fellows and learning how I can become a better public servant," said Interim Mayor Gloria.

## Marketing San Diego

San Diego will soon be marketed as a visitor destination again. The City Council approved the second amendment to the Operating Agreement between the City and the San Diego Tourism Marketing District Corporation (SDTMD). The amendment allows the City to quickly disperse \$6 million of collected assessments to the SDTMD to re-launch marketing efforts to draw visitors to San Diego and increase revenues. Without marketing the destination, the City would likely see a noticeable dip in tourist tax revenues, which directly impact the City's General Fund. Los Angeles, Orange County, and Northern California have all seen substantial increases in 2013 to their revenue per available room so far in 2013. San Diego has not. For the current fiscal year, the City of San Diego projected 6% growth of tourist tax revenues. Through the first quarter, it has missed that target with only 5.7% growth. "The good news is that tourism industry itself is growing," said Interim Mayor Gloria. "The not-so-good-news is that San Diego is not pulling in its share of visitors. We're leaving tourist tax on the table, and other cities are gladly eating it up." The SDTMD expects to start its marketing efforts again this month.



## City's Financial Outlook Getting Brighter

Interim Mayor Todd Gloria recently released the City's Five-Year Financial Outlook. The financial forecast for Fiscal Years 2015 through 2019 includes critical information as the City Council and members of the public begin to formulate priorities for the FY 2015 budget, which will be considered in Spring 2014. The Outlook projects a one year baseline budget deficit of approximately \$19 million for FY 15, followed by surpluses through FY 19. City departments submitted a total of \$750 million in needs over the next five years. "There are many worthwhile projects and programs to pursue; we need to be realistic about how they impact our budget and make the best decision for San Diegans," said Interim Mayor Gloria. "I fully expect that we will be able to overcome the projected FY 15 deficit without sacrificing needed services, thanks in part to higher than anticipated property tax revenues. With smart decision making, the City of San Diego will have a balanced budget for Fiscal Year 2015."

# Community Connection: The Todd Squad is Working for You

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## Infrastructure Investments

Multiple streets lights were replaced:

- Three at Utah Street and University Avenue
- Four on El Cajon Boulevard between Illinois Street and 30<sup>th</sup> Street
- Six lights at A Street and 24<sup>th</sup> Street

Potholes were filled and street repairs were made at:

- Boundary Street between Palm and Redwood Streets
- First Avenue and Elm Street

Playground equipment was fixed at the North Park Community Park.

The Spruce Street Bridge received maintenance and repairs that included replacing cables, suspender clamps, a bridge deck kick plate, eyebolts, suspender ropes, and new paint.

## Community Character

The Interim Mayor's office celebrated the opening of a new APRO 26 service station and Zooies bakery last month in the 3000 block of Market Street. Zooies offers homemade baked goods and an ice cream line created by the United Oil Company family which owns APRO 26.

About two dozen palm fronds that had blown off during a recent storm were quickly removed by City street crews from Laurel Street and Second Avenue.

An ugly pile of trash on Nimitz Boulevard south of West Point Loma Blvd. was removed for the Point Loma Association's "Green Team."



## Update from the Mayor's Office *continued from page 1*

10. Our City's lobbyists were re-hired ending a nine month period where we had no one in Sacramento or Washington, D.C. vying for resources or funding for our City.

I know these accomplishments happened because of the cooperative spirit of my Council colleagues, our City leadership team, the City Attorney, City employees, and all San Diegans. Together we helped our City get back on its feet and moving in the right direction again. There is more work to be done between now and March when a new mayor takes office, and I promise you I won't be slowing down anytime soon.

Finally, I hope you'll be able to join me at the State of the City Address on January 15 at 6:00 p.m. at the Balboa Theatre to celebrate our progress and envision our future.

The year started out naughty and ended up nice. I wish you all a joyful and safe holiday season. As always, thank you for the opportunity to serve.

Respectfully,



Todd Gloria  
Interim Mayor

## Public Agency of the Year



The City of San Diego recently received some well-deserved recognition for its local transportation efforts. The Traffic Engineering Division was selected by the Institute of Transportation Engineers San Diego Section as the *Public Agency of the Year*. The Traffic Engineering Division was selected because of its dedication to repurposing the streets for all users, but particularly for cyclists, with innovative and progressive improvements being made in a short period of time. There are 50 restriped bike lane miles as part of the City's road resurfacing contracts which result in narrower car lanes, wider bike lanes, and buffers between the two. Also, the City's first "road diet" has been approved and

should be installed by the end of December along Fourth and Fifth Avenues from Laurel Street to the I-5. Hundreds of sharrows have been installed with bike routes to improve the connectivity of the overall bike network. Additionally, the City is looking to install traffic control devices at three locations where pedestrian and bike paths exit onto major streets to minimize vehicular delays and maximize pedestrian safety. Finally, the City has purchased bike detectors for eight traffic signals so the green signal time is extended to allow a cyclist enough time to travel through the intersection. All these efforts complement the installation of 150 bike racks in the last year, the popular bike corral program, and the bike-sharing partnership with DecoBike, which will start next spring. "This win for our Traffic Engineering Division is also a win for cyclists," said Interim Mayor Gloria.

# Community Bulletin Board

## Balboa Park December Nights

The 35th annual Balboa Park December Nights takes place on Friday, December 6 from 3:00 p.m. – 11:00 p.m. and on Saturday, December 7 from 12:00 p.m. – 11:00 p.m. San Diego's largest, free community festival is expected to draw 350,000 visitors to the Park with participating museums opening their doors free of charge from 5:00 p.m. – 9:00 p.m. on both evenings. Interim Mayor Gloria hopes you and your family will be able to attend this multi-cultural winter celebration.

**Information about free shuttle transportation to and from the Park is located on the back of this newsletter.** Get the latest updates on Twitter @DecemberNights and @BalboaPark.

## Project Homeless Connect

The 8<sup>th</sup> Project Homeless Connect will take place on December 4 from 9:00 a.m. – 3:00 p.m. at Golden Hall on the San Diego Concourse. Project Homeless Connect provides important resources such as clothing, food, bedding, dental and health screenings, haircuts, and identification cards to the homeless. The event is led by the San Diego Housing Commission. If you would like to make a donation of new or gently used clothing, socks or blankets, you may do so at Golden Hall on December 3 from 8:00 a.m. – 4:00 p.m.

## December Used Oil and Filter Recycling Event

The City's Environmental Services Department is hosting another recycling event this month. From 9:00 a.m. – 1:00 p.m. on Saturday, December 14 at Mission Bay Shores Park (Sea World Drive & South Shores Park Driveway) bring your used oil, antifreeze, car batteries, consumer batteries, oil filters, and fluorescent bulbs.

## Coffee With The Council President

Council President/Interim Mayor Gloria will be meeting again with constituents this month over coffee and invites you to attend for news about City issues and to share whatever neighborhood concerns are on your mind.

Saturday, December 14  
10:00 – 11:30 a.m.  
San Diego LGBT Community Center  
3909 Centre Street  
San Diego, CA 92103

## Marine Reserves' Toys for Tots

Between now and December 20, San Diego Fire stations and Lifeguard stations will be accepting toys for the Marine

Reserves' Toys for Tots program. The partnership between the San Diego Fire-Rescue Department and Toys for Tots goes back many years. Once again this year, there is a great need for toys to brighten the holidays for less privileged kids. Please consider dropping off a new, unwrapped toy at any of San Diego's 47 fire stations, or the Lifeguard stations in Pacific Beach, Mission Beach, Ocean Beach and La Jolla Shores.

## State of the City Address – January 15

Interim Mayor Gloria's State of the City Address will take place on January 15, 2014 at 6:00 p.m. at the Balboa Theatre. This event is open to the public. He hopes you can attend to celebrate San Diego's shared progress and envision our future.

## Downtown Community Law Project

California Western School of Law operates a clinic Downtown that provides free legal information to low income and homeless members of the San Diego community. California Western students, staff, and attorney volunteers work with volunteers from different disciplines, including medicine and social work, to provide comprehensive assistance to community members in need. Their Downtown clinic operates in conjunction with the Third Avenue Charitable Organization at the First Lutheran Church and is held every Monday night beginning at 5:30 p.m. at 1420 Third Avenue in downtown San Diego. For more information, please visit the Community Law Project website, [www.cwclp.org](http://www.cwclp.org), or call California Western School of Law at 619-239-0391.

## Student Art Competition

CSA San Diego County is holding its 1<sup>st</sup> Annual Art Competition for all San Diego County enrolled students in kindergarten through 12<sup>th</sup> grade. The theme for this art contest is "Equality for All," and students are asked to create a logo and slogan that will be used for CSA's marketing purposes. CSA San Diego County advocates for fair housing and mediating tenant/landlord issues. Other issues CSA addresses include hate crime prevention, civil rights of first generation immigrants, human trafficking, youth education, and voter education. The deadline for submissions is January 31, 2014. For additional information, contact Rogelio Espinoza at 619-444-5700 or [Rogelio@c4sa.org](mailto:Rogelio@c4sa.org).

## SDG&E's Warm Up To Winter

As temperatures begin to drop and before you turn on your furnace, SDG&E recommends scheduling a free gas appliance safety check. Taking care of your gas appliances helps keep them running efficiently and prevents potential safety hazards such as exposure to dangerous carbon monoxide. To make an appointment, call SDG&E at 1-800-411-7343.

## Make Change Count

In its continuing efforts to help end homelessness, the Downtown San Diego Partnership launched its “Make Change Count” initiative late last month. Donation stations – red meters that resemble parking meters – have been placed around Downtown and accept both coin change and credit cards. The meters discourage panhandling and allow the public an opportunity to contribute to services and programs aimed at ending homelessness in Downtown. The money collected at these meters will help fund the Downtown San Diego Partnership’s “Work Your Way Home” program that reunites homeless individuals with family members. It will also fund programs that help homeless seniors into housing. “The donation stations provide a great opportunity for every San Diegan to contribute at any level and help our neighbors get off the streets,” said Interim Mayor Gloria.

## More Affordable Housing for San Diego

Last month, the City Council passed an update to San Diego’s Workforce Housing Offset. The Workforce Housing Offset requires commercial developers who build in San Diego to help cover the cost of providing affordable housing for low-wage workers through a one-time payment assessed as a small percentage of development costs. San Diego’s Municipal Code requires the City Council to annually update the amount of the Workforce Housing Offset. However, this has not been done since 1996 when the offset then was cut in half. That cut, and the 17 year lapse of offset adjustments, has cost San Diego millions of dollars of potential investment and hundreds of homes for working families. According to the San Diego Housing Commission, the fee will generate an additional \$8 million to \$10 million per year, translating to 80 to 100 additional units annually, when fully implemented. “The availability of affordable housing options creates healthy, stable communities. Vibrant, 21st century cities need people from all walks of life, not just those with high incomes,” said Interim Mayor Gloria.

## San Diego: Leading Clean Energy and a Clean Tech Economy



Courtesy U-A San Diego

Interim Mayor Gloria has unveiled the first draft of an updated Climate Action Plan. This plan positions San Diego as a national leader in clean energy and a clean tech economy, and helps San Diego mitigate its impact on the environment in the decades ahead. “San Diego must take steps to reduce its carbon footprint to counter the very real problem of global climate change,” Interim Mayor Gloria said. The Plan calls for a wide variety of approaches in the years and decades to come, from tapping into sources of renewable energy to increasing the percentage of commuters who bike and take mass transit to work. “I am proud of the work my environmental policy

director, Nicole Capretz, has taken to create this draft plan,” said Interim Mayor Gloria. “For the first time ever, the City will have quantifiable data to assess how well we are doing in reducing climate pollution and reaching our goals. We want San Diego to be a national leader in healthy, livable neighborhoods powered by clean energy,” stated Interim Mayor Gloria.

In additional sustainability news, Interim Mayor Gloria and community leaders recently announced a new sustainability goal for Balboa Park. Through collaborative efforts with local partners, the Balboa Park Cultural Partnership is adding several buildings to its LEED certification portfolio, bringing the total number of planned certified buildings up to 10 by the time of the 2015 Centennial Celebration.



# Tracking Todd



1. Kicking off the San Diego Housing Commission's "Project Homeless Connect." 2. At the Airport Authority's new Rental Car Center groundbreaking. 3. With mayors from Tijuana and Windsor at the North American Competitiveness Conference. 4. Touring Alpha Project's Adult Winter Shelter. 5. Speaking at the University-Industry Summit hosted by the San Diego EDC. 6. In Mexicali with Mexicali Mayor-Elect Jaime Diaz at the swearing in of the Honorable Francisco Vega, Governor-Elect of Baja California. 7. With City employees who are veterans at the Veterans Day Parade. 8. At Energy 103.7fm's radio show for the 12<sup>th</sup> Annual AJ's Kids Crane toy fundraiser benefitting Rady Children's Hospital San Diego. 9. Addressing the South County Economic Development Council Board in National City. 10. Congratulating Officer Jim Tulumello on his retirement after 20 years of service to the City. 11. Speaking to the Mission Valley Planning Group.



## Department Meet and Greets

Interim Mayor Gloria continues to meet with City departments to give employees an update on the City and to hear what's on their minds. Below are photos of recent visits to Library, Lifeguard, Special Events, and Financial Management department meetings.



Library



Lifeguards



Special Events



Financial Management

## Free Shuttles for Balboa Park December Nights

Interim Mayor Todd Gloria serves on the following:

The December Nights Shuttles at PETCO Park and City College run on Friday from 3:00 p.m. – midnight and on Saturday from 11:30 a.m. – midnight in all locations. **The last shuttle leaves all sites at 8:00 p.m. so plan to arrive at shuttle location BEFORE 7:00 p.m.** The last shuttle from the park is at 11:45 p.m.

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