

YOUR SAN DIEGO

News From Interim Mayor Todd Gloria



February 2014
Volume 6, Issue 2

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

In this issue:

Human Trafficking	2
Community Reps	2
Todd Squad	3
Mission Valley Fire Station	4
Financial Resources	4
Sidewalk Assessment	4
\$12M Tourism Investment	4
Living Wage	5
Smart Street Lighting	5
\$120M Infrastructure Bond	5
Bike Update	6
Black History Month	7
SDPOA Award	7
Tracking Todd	8

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

Friends,

Thank you to all who joined me last month when I presented the annual State of the City Address. When I walked on stage and looked out to the audience assembled in the historic Balboa Theatre, I was again humbled by the support shown by San Diegans. As I shared in my remarks, San Diego will always be America's Finest City. But we shouldn't be content with just

being fine. We must dare to be great. A great San Diego future means developing a comprehensive infrastructure funding strategy and a bond for voters' approval in 2016; it means better utilizing available resources to truly address the challenges of homelessness; and it means implementation of a progressive Climate Action Plan. The 2014 State of the City Address is available for reading and viewing at www.sandiego.gov.

San Diego's future is dependent on your continued participation as we work together for a great city. I've heard from many of you that a highlight of the State of the City evening was the video asking, "When you think about San Diego's future, what do you see?" This is meant as a conversation starter, and I would love to hear and see how more San Diegans answer that question. Snap a picture of your vision or describe it and post it on Instagram or Twitter with #SDFuture.

As I said in my State of the City Address, I know more great ideas and big dreams are out there; let's work together to make them happen. You can email me your ideas at toddgloria@sandiego.gov.

As always, thank you for the opportunity to serve.

Todd Gloria
INTERIM MAYOR



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Campaign to Combat Human Trafficking Launched



Late last month, Interim Mayor Todd Gloria and City and County law enforcement leaders announced the launch of a campaign against human trafficking. California State Senate Bill 1193 requires a readily-visible poster in certain businesses and establishments in order to promote awareness of the resources available to victims of human trafficking and slavery, including telephone hotline numbers to seek help or report possible unlawful activity. The City of San Diego's Human Relations Commission last month began mailing out letters with posters to approximately 700 business owners informing them of the human trafficking public notice law. Studies have shown that in other states where such posting requirements have been enacted, there have been increases in the number of reported trafficking situations and victims rescued.

The number of cases prosecuted under state sex trafficking statutes has more than tripled in the past four years in San Diego County. The victims of human trafficking are often young girls and women. Young girls and women make up 55% of the forced labor victims and 98% of sex trafficking victims. "We must do our part to prevent human trafficking in San Diego. This campaign, and by working together with law enforcement agencies, will aid in getting victims the support they need and will result in the prosecution of the individuals committing these crimes," Interim Mayor Gloria said.

The phone number for reporting human trafficking is 1-888-373-7888. The posters are available online at: <http://www.sandiego.gov/human-relations/related/humantrafficking/notice.shtml>

Community Representatives

Interim Mayor Gloria's community representatives attend approximately 75 neighborhood meetings each month all over the City of San Diego including Rancho Bernardo, San Ysidro, Tierrasanta, Sherman Heights and Ocean Beach. Their attendance at these meetings provides the opportunity to update neighbors on what Interim Mayor Gloria is currently working on, and the ability to communicate back to Interim Mayor Gloria the concerns and changes occurring in each community. His representatives also respond to numerous constituent requests for assistance on matters regarding infrastructure, public safety, community character and more. Here are some of the more recent matters community representatives have been working on.

Public Safety

- Resolved the issue of a left-turn red-light runners blocking rush-hour traffic at Balboa Avenue and Mission Bay Drive;
- Resolved a sight hazard of overgrown trees bordering Pacific Beach Middle School along Diamond Street;
- Obtained enforcement for jaywalking at the intersections of Mira Mesa Boulevard and Camino Ruiz, and Mira Mesa Boulevard and Camino Santa Fe;

Community Character

- Obtained enforcement for 72-hour vehicle abatement in Mira Mesa and Rancho Peñasquitos;
- Addressed a complaint of untidy comfort stations at Mission Bay Park;

Constituent Support

- Assisted a leader of a nonprofit providing youth canoe instruction to find a suitable storage site on Mission Bay for four canoes so he doesn't have to trailer them from Santee every week;
- Obtained enforcement for blue curb parking along Clairemont Drive where people were placing their trash containers in a disabled parking space on trash pick-up day; and
- Connected a constituent in need of 650 reusable cloth grocery bags for a non-profit fundraiser she's coordinating with a public affairs official at SeaWorld to identify a wholesale bag supplier.

Community Connection: The Todd Squad is Working for You

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Mayor's Community Reps



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Look at these great before and after pictures of the Todd Squad's successes.



Graffiti abatement on Georgia Street Bridge in North Park



A patched alley entrance in the 2700 block Adams Avenue



A replaced street grate in an alley in the 3900 block of Alabama Street

Fire Station for Mission Valley



Late last month, Interim Mayor Gloria led the groundbreaking ceremony for Mission Valley's first permanent fire station. This new, two-story, 16,290 square foot Fire Station 45 will be located across Friars Road from Qualcomm Stadium, and will have five bays, 16 dormitory rooms, and a new 500-gallon fire engine. "To keep America's Finest City at its best, the City is significantly investing to improve its aging infrastructure and its neighborhoods," said Interim Mayor Gloria.

San Diego Increases Financial Reserves

Demonstrating that San Diego has turned a corner financially, the City Council Budget and Government Efficiency Committee, chaired by Interim Mayor Todd Gloria, late last month recommended the City's Reserve Policy be strengthened to require 14% financial reserves. The current Reserve Policy calls for 8% reserves; the City's fiscal discipline has resulted in a reserve level of more than 14%. The proposed revisions would require that level going forward and will help ensure long-term stability for San Diego's ability to serve our citizens with necessary services. Changes to the Reserve Policy would result in an increase in the reserve amount from \$86 million to \$150 million. "Thanks to the ongoing focus and discipline of City leaders, San Diego has come a long way since the financial challenges of the past decade," said Interim Mayor Gloria. "This is a strong policy that balances our need to mitigate service delivery risk while maintaining good bond ratings." The Reserve Policy, which will be considered for approval by the full City Council this month, will help guide the discussion of the City's Mid-Year Financial Report.

Sidewalk Assessment

Also in January, Councilmember Mark Kersey, Chair of the City's Infrastructure Committee, and Interim Mayor Gloria kicked off the first ever Citywide sidewalk assessment. This assessment, funded in the Fiscal Year 2014 budget for up to \$1 million, is expected to take approximately one year to complete. The bulk of the assessment work is being completed by 24 student engineering interns.

The City of San Diego has approximately 5,000 miles of public sidewalks. "The assessment will provide an unprecedented evaluation of the conditions of sidewalks throughout San Diego," said Interim Mayor Gloria. "As we continue our efforts to address deferred maintenance and prioritize funding, this information will be critically important." Remember, if you tweet, you can follow the City's infrastructure conversation on Twitter - #RebuildSD.



\$12 Million Investment in Tourism



Interim Mayor Gloria joined the San Diego Tourism Authority at the Farmer's Open at Torrey Pines on January 23, 2014 to unveil the Tourism Authority's largest-ever marketing campaign. With this campaign, \$12 million will be spent over a six-month period showcasing San Diego in a national television advertisement as well as in print and online advertising. "More tourism money means more money flowing into our local economy, and more tax revenues flowing into our City coffers to help pay for neighborhood improvements. We all want more freshly paved roads, we want to hire more police officers, we want more library hours. Tourism is one of the ways we can

accomplish that," Interim Mayor Gloria said.

San Diego's Living Wage Ordinance



On January 28, 2014, the City Council approved updates to San Diego's Living Wage Ordinance. The San Diego Municipal Code Division 42 states the Living Wage Ordinance "advances the interests of the City as a whole by creating jobs that keep workers and their families out of poverty....Paying service employees a living wage is intended to improve the quality of services provided to the City and to the public by reducing high turnover, absenteeism, and instability in the workplace."

Interim Mayor Gloria's grandmother (shown left in the picture) was a waitress at the Clairemont Bowl in the early 1960s. "She was one of the hardest workers I ever met and one reason why I'm passionate about helping those who work full time enter the middle class," said Interim Mayor Gloria.

For more information about the City of San Diego's Living Wage Program visit: <http://www.sandiego.gov/administration/programs/livingwage/index.shtml>

Smart Street Lighting for San Diego

Last month, Interim Mayor Gloria announced San Diego will illuminate its Downtown area with a smart lighting system including LED street lighting, making it the first city in the United States to adopt GE's LightGrid™ technology for decorative street lights. The new system will offer improved and energy-efficient lighting that will save the City more than \$250,000 in energy costs each year. Highlights of the project include:

- Replacement of 3,000 City lamps, which began last month and is expected to be completed by late spring 2014;
- Energy savings to the City of San Diego of approximately \$254,000 annually; Over 2.5 million kilowatt-hours of energy saved annually. This is an equivalent greenhouse gas reduction to lowering the energy use of 90 homes for one year;
- Wireless technology allows for accurate measurement of energy usage;
- Innovative technology with GPS location features, allowing for an accurate measurement of energy usage by individual street light; and
- Custom engineered decorative street lights that embed the wireless controls technology to retain their historic appearance.

The new system will not only enhance the City's street lighting but will revolutionize urban lighting systems with technology that provides accurate energy metering per light pole, allowing municipalities to pay for the energy they actually use. "Light controls are going to be a game changer for the City of San Diego," said Interim Mayor Gloria. "This innovation will provide us with real-time data on lights that are malfunctioning or not working at all, so communities can feel safe with improved lighting while the historic look of the lights is preserved."



\$120 Million Infrastructure Bond Approved

Late last month, the San Diego City Council unanimously approved \$120 million of bond funding for neighborhood infrastructure projects. More than \$43 million from the bond will fund street resurfacing. The project list also includes \$4.3 million for accessibility improvements. "San Diegans deserve neighborhoods with smooth roads, sound facilities, and water and sewer pipes that don't break. This bond will help us achieve that goal," said Interim Mayor Gloria. "Investing in our public assets with bond funds is fiscally responsible and community focused." The project list for this bond funding includes design for the Skyline Library, San Ysidro Library, San Carlos Library, and Skyline Fire Station, design and land acquisition for the Home Avenue Fire Station, and replacement of Fire Station 22 in Point Loma and Fire Station 5 in Hillcrest, among other improvements. The City of San Diego has a backlog of deferred capital projects of at least \$898 million. To help address the streets, storm drains, and facility needs, the City previously issued three bonds. Further, on March 20, 2012, the City Council adopted a funding plan for a preferred multi-year capital program. The plan calls for capital and maintenance expenditures of \$719.9 million over the next several years. By the end of this Fiscal Year, the allocation for deferred capital will be \$18.4 million higher than anticipated, demonstrating the focus of Interim Mayor Gloria and the City Council on rebuilding San Diego.

Bike Update



Last month, Interim Mayor Gloria unveiled 20 new bike racks that were recently installed in Balboa Park thanks to a donation from the Balboa Park Trust and The San Diego Foundation.

SANDAG COMMUNITY MEETINGS

The San Diego Association of Governments (SANDAG) is hosting two community meetings in February where representatives will be discussing updates to the Uptown Regional Bike Corridor Project and the North Park – Mid-City Regional Bike Corridor Project. Interim Mayor Gloria will be kicking off the community meeting taking place on February 6.

Uptown Regional Bike Corridor Project

The Uptown Regional Bike Corridor Project will create connections for people between the San Diego neighborhoods of Old Town, Mission Valley, Downtown, North Park, University Heights, and Balboa Park. The project will design bikeways that are safe and comfortable for everyday people to make everyday trips by bike to local destinations, including schools, parks, transit and commercial centers. The bikeways will feature design elements that make it comfortable and fun to ride, keep streets safe for all users and improve neighborhood vitality and support economic development.

At this meeting, SANDAG will provide an update to share findings with the project Community Advisory Group and community members. A presentation will be followed by an interactive open house focused on some segments of the 10-mile project, and explore potential design solutions and place-making opportunities. You are encouraged to attend and participate in the next phase of the project.

Uptown Regional Bike Corridor Project Meeting

Thursday, February 6, 2014

6:00 – 8:30 p.m.

Roosevelt Middle School Library

3366 Park Boulevard

San Diego, CA 92103

(Use gate entrance on Upas, west of main office entrance)

North Park – Mid-City Regional Bike Corridor Project

The North Park – Mid-City Regional Bike Corridor Project will improve east-west travel from the San Diego neighborhood of North Park to as far as the City of La Mesa by creating inviting and convenient bicycle corridors that connect key community destinations, including schools, parks, transit and commercial centers. The corridors will feature design elements that enhance the bicycling and pedestrian experience. These features will be defined in partnership with the community and the City of San Diego during the planning and design phase of the project.

This will be SANDAG's fourth Community Advisory Group meeting and second open house for the North Park – Mid-City Regional Bike Corridor project. The project team will present the three bikeway corridors that appear to best meet the project objectives, and that present the best opportunity to create an excellent community asset based on preliminary study and extensive community involvement.

Bike Update (*continued*)

The presentation will be followed by an interactive open house focused on design options for important intersections and segments of the project corridors. Please plan on attending to share your vision for these three bikeways that will help improve safety for everyone and contribute to the look, feel and vitality of the North Park and Mid-City neighborhoods.

North Park – Mid-City Regional Bike Corridor Project Meeting

Wednesday, February 19, 2014

5:30 – 8:00 p.m. (presentation will take place between 5:30 p.m. – 6:00 p.m.)

Franklin Elementary School

4481 Copeland Avenue

San Diego, CA 92116

For more information visit: KeepSanDiegoMoving.com

February is Black History Month

During Black History Month, individuals learn about, celebrate and honor the achievements of black men and women throughout history. The origins of Black History Month date back to 1926, when an historian named Carter G. Woodson wanted the nation's public schools to teach the history of American blacks to students. The month of February was chosen because both Abraham Lincoln and Frederick Douglass, an African-American social reformer, statesman, and writer, were born in February.

On February 27, the City of San Diego Black Employees Association, together with Interim Mayor Gloria and Councilmember Myrtle Cole, will celebrate Black History Month at an event being held from 11:00 – 11:30 a.m. in the lobby of the City Administration Building. The event will include entertainment, light refreshments and visual displays and participation by community and business associations including The Cooper Family Foundation, the Black Contractors Association of San Diego, Masons, San Diego Jr. Ambassadors, and the Black Greeks Affiliate. All San Diegans are invited to attend this free event.



Carter G. Woodson

SDPOA's "Walk the Walk" Award



Interim Mayor Gloria recently received the "Walk the Walk" award from the San Diego Police Officers Association. Interim Mayor Gloria was specifically recognized for supporting the Police Department's Five-Year Plan which received unanimous approval by the City Council. The Five-Year Plan is designed to commence the process of rebuilding San Diego's Police Department after recent budget reductions. "Voters have grown accustomed to hearing their elected officials make promises, but only rarely do our leaders put actions behind rhetoric. Over the past several months, Interim Mayor Gloria has not only been a strong advocate for our police force through his words, but also through his actions," said Brian Marvel, President of the San Diego Police Officers Association.

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Tracking Todd



1. Bolt Fever—on the phone with Denver’s Mayor Hancock. 2. With business and community leaders at the Federal Funding Formula for Homeless Services strategy meeting. 3. Celebrating the 45th Anniversary of the San Carlos Library. 4. Joining approximately 1,300 volunteers to count and survey San Diego’s homeless in the annual “WeAllCount” event. 5. Celebrating the installation of the entrance sign for Mission Hills. 6. Celebrating the Year of the Horse at Jasmine Seafood Restaurant. 7. With Girl Scout Troop 3854 after buying San Diego’s first cookies of the season. 8. Meeting with City workers from Streets Division. 9. Attending a recent meeting of the North Park Lions. 10. Announcing an agreement with the Unified Port of San Diego and Alpha Project to address homelessness on San Diego’s waterfront. 11. Celebrating Casbah’s 25th Anniversary by declaring January 14, 2014 “Casbah Day” in the City of San Diego.

Interim Mayor Todd Gloria serves on the following:

Chair, Committee on Budget and Government Efficiency
 Board Member, San Diego Association of Governments (SANDAG)
 Chair, SANDAG Transportation Committee
 Member, SANDAG Executive Committee

Alternate, Metropolitan Transit System
 Liaison, Civic San Diego