



July 2014
Volume 6 Issue 7

Council President
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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City Strengthens Local Economy

By Council President Todd Gloria

The San Diego City Council is working hard to strengthen our economy and add jobs locally. On June 24, the City Council approved San Diego's Economic Development Strategy which has the potential for shaping and spurring local economic growth, both short term and long term.

This strategy has been developed through four mayoral administrations and dozens of iterations before reaching the version we recently approved.

While I still think it is imperfect, I know it is a necessary step forward. The strategy focuses on promoting four main base industries for economic growth: manufacturing and innovation, international trade and logistics, military, and tourism.

With the approval of the Economic Development Strategy, we can now start looking at policies and organizing roundtables with stakeholders. I very much respect Council President Pro Tem Sherri Lightner's work on this, and am confident more progress will be made through her leadership of the Economic Development and Intergovernmental Relations Committee.

As we look at growing our innovation sector, I want to point out to those who may not know, that we had a successful second annual San Diego Startup Week in June with hundreds enjoying a wide range of programs from pitchfests to tech crawls to demo nights to interactive panels on innovation. The week helped focus and advance San Diego's tech scene, especially the growing tech ecosystem Downtown.

Downtown is now home to more than 70 tech startups and will be increasingly important to San Diego's larger innovation economy as more tech entrepreneurs and their employees are demanding urban neighborhoods, and I appreciate the collaboration and work of the Downtown San Diego Partnership and Civic San Diego in moving us forward.

Civic San Diego is currently exploring opportunities for reusing the former main library Downtown. San Diego is fortunate to have a new, beautiful, multi-use central library. But we haven't

(Continued on page 3)

July is Pride Month in San Diego!

Join Council President Todd Gloria and thousands of San Diegans as they celebrate LGBT Pride in San Diego!

Spirit of Stonewall Rally and Pride Flag Raising

Friday, July 18, 6:00 p.m.

Pride Flag, Normal at University

Pride Parade

Saturday, July 19, 11:00 a.m.

Starts at the Pride Flag, Normal at University

Join the Council President's contingent!

Email adrianam@sandiego.gov for details.

Pride Festival

Saturday, July 19—Sunday, July 20

Balboa Park, near Sixth at Laurel

For more information on these and other Pride events, visit www.sdpride.org

State Legislature Honors Council President Gloria's Service

Council President Todd Gloria was honored on June 23 as an LGBT Hero for Excellence in Public Service on the floor of the California State Assembly. He was one of 10 members of the LGBT community from throughout the state honored in 2014 and was nominated by Assembly Speaker Toni Atkins and Assembly Speaker Emeritus John Pérez.

"I am extremely humbled to be honored by California state leaders. Our state is home to many impressive members of the LGBT community, and to be included in such an impressive group is a proud moment for me," said Council President Gloria. "Serving San Diego is rewarding every day, so this recognition is a true bonus."

The California Legislative Lesbian, Gay, Bisexual and Transgender (LGBT) Caucus celebrates June 2014 as LGBT Pride Month with the adoption of House Resolution 43 in the Assembly and Senate Resolution 49. This year's theme is "Standing on the Shoulders..." and is meant to honor leaders past and present who pave the way for leaders in the future of the LGBT community.

"I am grateful for those who paved the way for me to openly serve San Diego, from Harvey Milk and Neil Good to Christine Kehoe and Assembly Speaker Toni Atkins, and countless allies," said Council President Gloria.

Previous San Diegos to earn the honor from the California State Legislature include Bridget Wilson and Jeri Dilno.

Council President Gloria was also among 24 individuals chosen for the Aspen Institute's Rodel Fellowship Program for Public Leadership, recognizing him as one of the nation's most promising young leaders in American government. In June, he was also honored with the Visionary Award from the San Diego North Chamber of Commerce and the Once in a Lifetime Award from the San Diego County Taxpayers Association.



SDPD Ramps Up Patrols in Mid-City Communities

Council President Todd Gloria pled with San Diegos to join him in assisting the San Diego Police Department to combat crime in the Mid-City neighborhoods of North Park, Normal Heights, and City Heights, where there have been recent attacks on women and multiple shootings. If you have information that could be related to the crimes, please contact SDPD at 619-516-3000 or, leave an anonymous tip with Crime Stoppers at 888-580-8477.

"The crimes are solvable, and I urge San Diegos with information about the attacks to come forward and assist the Police Department's investigation," said Council President Gloria.

One of the alleged attackers is described as a light-skinned Latino, 23 or 24 years old, about 5' 8" tall. He wore a black shirt, a black and white checked long-sleeved shirt and had braces. His companion is described as Latino, 28 to 29 years old, speaking with a Spanish accent and wearing a hooded sweatshirt.

The Council President has been in regular contact with SDPD leadership and the Mid-City Division to pledge his support and receive regular updates. He announced SDPD is enhancing its patrols.

"Mid-City is a wonderful and safe community to live in, do business, and visit. These crimes are out of character, and solving them will return the neighborhood to normal," said Council President Gloria. "It's critical that we not allow attackers or other criminals to steal the communities we love. We should continue to patronize the businesses and activate our streets while being extra vigilant with a heightened awareness of our surroundings."

Cabrillo Bridge Open Again

After about six months of repairs, the historic Cabrillo Bridge was reopened on June 2.



The Cabrillo Bridge was built for the 1915 Panama-California Exposition, the 100th anniversary of which will be commemorated next year with a centennial celebration. The bridge, including its approaches, is 916 feet long and is comprised of seven 56-foot semicircular arches.

The re-opening of the bridge deck is an important milestone in this \$38 million infrastructure project. The rehabilitation of the Cabrillo Bridge is one of the many capital improvements underway in Balboa Park to make sure the crown jewel is not only ready for the centennial, but is able to maintain its splendor for the next 100 years.

The retrofit and rehabilitation of Cabrillo Bridge by Caltrans will continue through the Fall, but traffic is now allowed to cross the bridge and enter Balboa Park.

Community Connection: The Todd Squad is Working for You

Strengthening Public Safety

- New energy efficient streetlights continue to be installed throughout Downtown, including in Pantoja Park.
- An acorn-style streetlight was spared from removal as part of the Mission Hills Utility Undergrounding project near Hortensia and Pine.
- A “Stop Ahead” sign was installed on Adams Ave. near Idaho St. More “Stop Ahead” signs will be installed at First and Spruce by September.
- The timing of the signal at Lincoln and Washington was reset to ease congestion.

Infrastructure Investment

- Several potholes were repaired in an alley behind 7th Ave. and in the 4100 block of 30th St.
- Water service was restored to a Georgia St. apartment complex after an unexpected shut off.
- Water service and pressure problems were resolved at an apartment complex on Russ Blvd.

Economic Development *(continued from page 1)*

forgotten the historic former main library nearby. I look forward to Civic San Diego’s report on repurposing the building and am confident it will remain a beneficial public asset for our City and the Downtown neighborhood.

In other economic development news, on June 23, the City Council approved economic development agreements with two breweries that will keep them in San Diego and generate revenue for the City.

The agreements specify that increased tax revenues created by the larger facilities for Ballast Point and AleSmith will offset fees the brewers paid to renovate and move into the new locations in the Miramar area.

Ballast Point and AleSmith plan on opening tasting rooms and restaurants and plan on producing far more beer than they can in their current local facilities. And that means jobs. In addition to the temporary construction jobs created through the renovations, Ballast Point plans to add 100 jobs at its new place, and AleSmith will add about 25 others.

The City’s records indicate that tax revenues from all of the craft brewing businesses in San Diego went up 300% from 2011 to 2012, and another 50% since last year.

We expect that each company will generate approximately \$50,000 of sales tax revenue, which is higher than that generated by the occupants who were at the sites before the breweries.

From innovation to incentives and regulatory relief, the City of San Diego is working hard to build up our local economy and create jobs so everyone benefits.

- A crumbling curb was patched on Collier Ave., and a sunken sidewalk was repaired in the 3800 block of Grim.
- The alley near the 4600 block of Utah was patched.
- Three parking spaces on El Cajon Blvd. were spared from removal.

Community Character

- Graffiti was removed from a sign near Park and Meade and from the Pacific Coast Highway underpass at I-5.
- A business in Hillcrest corrected code violations and was brought back into compliance.
- Debris and trash were removed from the area near University and 7th Ave. in a collaborative effort between the City’s Environmental Services Department, SDPD, and SDG&E.
- A large “No Parking” sign was relocated to a more appropriate location as requested by neighbors.
- Palm fronds were removed from Juan St. and from the 4100 block of Texas St.
- Debris abatement continues near the North Park Water Tower.

Raise Up San Diego: An Update

On June 16, Council President Todd Gloria announced that his modified proposal to increase the minimum wage and allow workers to earn sick days moved forward. The City Council voted to enter into negotiations with City employees over a proposal to increase the minimum wage to \$11.50 and be phased in through 2017 with indexing to inflation starting on January 1, 2019:

\$9.75 – January 1, 2015
\$10.50 – January 1, 2016
\$11.50 – January 1, 2017

The proposal includes no exemptions for any industry or business.

The action was necessary to start the meet and confer process required by the Meyers-Millias-Brown Act and in compliance with City Charter Section 70.2. The City Council will have the opportunity to consider a final measure to strengthen San Diego’s workforce following the successful conclusion of labor negotiations, likely some time in July.

“The recent action is a step in the right direction, and I appreciate that a majority of the San Diego City Council supports a stronger workforce and a stronger local economy,” said Council President Gloria. “I look forward to additional conversations leading up to the Council’s consideration of a final measure that will help make San Diego a truly great city.”

More Parking Options in Hillcrest

The letters DMV generally do not bring celebrations to mind. There is plenty to celebrate at the Hillcrest DMV now that an agreement has been reached to allow free public parking in the agency's 158-space lot after hours. The lot is now open Monday, Wednesday, and Friday evenings, 6:30 p.m.—3:00 a.m. and Saturdays, Sundays, and State holidays from 7:00 a.m.—3:00 a.m. Please note that the popular Hillcrest Farmers' Market will continue to operate onsite on Sundays.

The Uptown Community Parking District leased the DMV lot, located on Normal Street just east of University Avenue, after more than five years of negotiations involving Council President Todd Gloria, State Senator Marty Block, and former State Senator Christine Kehoe.

"Making use of existing parking spaces is a creative, cost-effective way to help address the parking shortages in Hillcrest," said Council President Gloria, who also helped negotiate the use of parking lots at the Hillcrest branch of the U.S. Post Office and Pernicano's for the public and added spaces in the Normal Street median and elsewhere in the neighborhood through re-striping efforts.

After parking at the DMV lot on Friday and Saturday evenings, visitors are encouraged to take advantage of the ParkHillcrest Trolley, whose route includes stops all along University Avenue in Hillcrest. Check out the ParkHillcrest app and www.ParkHillcrest.com for Trolley routes, stops, parking options, and validation information.

Further west, City crews are putting the finishing touches on another lot on W. Washington Street that will add another 35 spaces to the inventory. The parking area on the site of the future Mission Hills-Hillcrest Library is being converted to a public parking lot until the library project moves into the construction phase. After reactivating the electrical system on the property, adding lights, and restriping, the City expects to open the lot to the public by the end of July. The lot should be open by mid-July and patrons will be charged a reasonable fee of \$0.50 per hour, with the option of parking for up to 12 hours.

New Smart Parking Meters Approved for San Diego

Council President Todd Gloria announced on June 10 the approval of a contract to bring new smart parking meters to San Diego. The City Council approved a cooperative procurement contract for the purchase of new single-space parking meters from IPS Group, Inc.

"Smart meters will finally bring San Diego's parking management infrastructure into the 21st century," said Council President Gloria. "With more user-friendly parking meters, customers will be able to more easily patronize the small businesses throughout Downtown, Uptown, and Mid-City, contributing to the economic development of our City."

Under the contract, approximately 97% of San Diego's parking meters will be replaced. The new technology will allow customers to pay for parking with credit cards. The new meters will also allow the City to collect better utilization data to inform and guide Parking Meter Operations and Community Parking District strategies and policies. It is anticipated that installation of the new equipment could start by this Fall. The smart meters will use the City's existing meter poles and housings.

The total not-to-exceed amount for the five year agreement with IPS is \$8,171,007, which is made up of both one-time costs totaling \$3,857,989 that will be funded by the Community Parking District (CPD) and City CPD Administration funds in Fiscal Year 2015 and on-going costs totaling \$4,313,018 that will be covered by meter revenue throughout the five-year period, which ends November 12, 2018.

The City of San Diego manages approximately 5,700 on-street metered parking spaces. The City currently has 132 multi-space pay stations servicing approximately 1,000 metered parking spaces. The remaining metered spaces are single head parking meters which are over 10 years old. These meters accept coin and City of San Diego pre-loaded parking cards only and have reached the end of their useful life.

The City of San Diego's arrangement was completed through Sacramento's contract with IPS Group. The City examined options for parking meter contracts, and Sacramento's most closely matched San Diego's specifications and bidding process. San Diego has entered into previous cooperative contracting agreements for multiple-space meters and has a cooperative agreement for back-office Parking Administration systems with the City of Inglewood.

The Office of the City Treasurer, in cooperation with Economic Development, San Diego Police, and the CPDs, will continue to pursue procurement solutions this year for multi-space smart parking meters and real-time parking data.

New Parks and Public Spaces Downtown



From East Village to the waterfront, Council President Todd Gloria is welcoming public improvements throughout the neighborhood of Downtown.

Already open is an urban park located at 13th Avenue and J Street right next to the Mission Café, where a private parking lot used to be.

“This project perfectly represents the creativity, innovation, and community focus of the neighborhoods of East Village and Downtown,” said the Council President, who helped cut the ribbon on the park on June 8. “I appreciate the effort and ingenuity that has resulted in this new community asset and look forward to implementing more publicly-driven projects and continue the momentum of the Downtown San Diego Partnership, RAD Lab, East Village Association, and their partners.”

Progress is being made on the western edge of Downtown, too. The first phase of the North Embarcadero Visionary Plan is nearing completion, and the public will get improved access to the waterfront the first week of July. The project is transforming the San Diego’s front porch from Navy Pier to B Street Pier, creating a more welcoming atmosphere for residents and visitors. While work on some aspects of the project will continue until this Fall, many features will be open to the public this summer, including an esplanade, gardens, public artwork, and a waterfront promenade.

Healthy Living Initiative Kicks Off Downtown

Scripps Health and the Downtown San Diego Partnership have teamed up to launch “Healthy Living in the City,” a wellness initiative that encourages people to explore Downtown and its healthy lifestyle options.

The year-long initiative, which officially kicks off on July 10, will include health-conscious cooking classes, lunchtime strolls and yoga taught in unique urban settings. All of the activities are sponsored by Scripps and are free to the public. The program is designed to help people stay healthy while enjoying urban living and the unique neighborhoods and places of Downtown.

The initiative includes:

- **Recipe for Health:** These free monthly cooking classes, taught by Scripps certified nutritionists and Jimbo’s... Naturally at Horton Plaza, will show participants how to use San Diego’s bounty to whip up healthy and delicious meals. The first class is on July 10.
- **Lunchtime Strolls:** These free, 30-minute guided walks will allow participants to get out and explore Downtown’s unique neighborhoods. The walks will be held twice a month on Fridays and will also include Scripps-branded water bottles for first-time strollers. The first stroll is on July 11 with a tour of the Gaslamp Quarter, which starts at the Balboa Theater at noon.
- **Stretch Yourself:** Get limber and lean with these free bimonthly yoga classes that will be held at unique locations throughout Downtown and taught by the expert staff of Downtown’s Yoga One. The first class will be held at 8:00 a.m. on July 12 on the flight deck of the USS Midway.

To register or find out more about the Healthy Living in the City program and for a list of events, dates and locations, visit <http://www.downtownsandiego.org/healthscripps/>.

700 Homeless San Diegans Secure Housing

In the 19 months that the City of San Diego’s two emergency winter shelters were open, more than 700 homeless men and women moved into more stable permanent or longer-term housing, demonstrating advancement toward achieving Council President Gloria’s goal of ending homelessness Downtown by the end of 2016.

From November 23, 2012, to June 23, 2014, the Single Adult Emergency Winter Shelter in Downtown San Diego helped 608 homeless men and women transition into more stable housing with 311 going into permanent housing and 297 into longer-term transitional housing programs.

Through enhanced case management and Rapid Re-housing federal funding, the Veterans Emergency Winter Shelter also moved homeless Veterans into stable housing. The data only reflects housing outcomes from April 2014-June 2014, during which time 85 homeless veterans moved into permanent housing, and 31 homeless veterans moved into longer-term housing.

The Single Adult Emergency Winter Shelter and the Veterans Emergency Winter Shelter closed July 1 and will reopen around Thanksgiving for regular operation during the winter months.

Tracking Todd



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1. Todd gives an update to Old Town neighbors. 2. Council President Gloria was selected Chair of the San Diego Regional Continuum of Care Governance Board. 3. Todd performs the Tinikling at the annual lunch of the Filipino-American City Employees Association. 4. Todd was awarded the Visionary Award from the North San Diego Business Chamber. 5. Todd welcomes the National Association of Latino Elected and Appointed Officials (NALEO) to San Diego. 6. Todd celebrates the launch of Rapid service along the I-15.

Council President Todd Gloria serves on the following:

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

Member, Metropolitan Transit System Board
 Liaison, Civic San Diego
 Chair, San Diego Regional Continuum of Care Governance Board

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