

# THE KERSEY REPORT

News and information from the desk of City Councilman Mark Kersey

VOLUME 2, ISSUE 9

OCTOBER 2014

## Getting Personal About The Flu

Last influenza season was the deadliest in San Diego since the County began tracking the disease. This is more than just a statistic to me though, it's personal. Influenza claimed the life of my brother Brad Kersey in January. Brad was 37 years old and died from something that probably could have been prevented if he had gotten his flu shot. Even though there's no guarantee he wouldn't have gotten sick, I'm convinced he might have fared better if he had taken the few minutes to get the shot. That's why I am working this year to make sure more people know how easy and inexpensive it is to get a flu shot, in hopes that I will prevent even one family from having to suffer the way my family has. I hope you and your family will join me at one of two flu clinics being held in District Five this month in partnership with Palomar Health. If you can't make one of these, they are available at most pharmacies.



My brother Brad and my nephews.

**Sunday, October 5 8 a.m.-12 p.m., San Rafael Church 17252 Bernardo Center Dr.**

**Thursday, October 16 1:30-3:30 p.m., Ed Brown Senior Center 18402 W. Bernardo Dr.**

\$20 per person. Medicare is accepted for those who qualify. (Seniors must bring their red, white and blue Medicare card). Payment is due at the clinic, payable by cash or check.

## Increase in Sidewalk Repair Funding

Safe sidewalks are critical to our quality of life in San Diego. That's why I joined my Council colleagues in approving \$2.4 million for City sidewalk and streetlight improvements in the 2015 budget. As part of that funding, the City increased its contribution to the 50-50 Program, which splits the cost of sidewalk repairs with residents. You may not realize but property owners are responsible for the sidewalk in front of their home or business. The added funding means the City will now pay 75 percent of repair costs while the property owner pays 25 percent.



I urge residents to take advantage of the program. And let me know if you see a sidewalk in need of repair by contacting my office or submitting a service request online at <http://apps.sandiego.gov/streetdiv/>.

Also, as an update, the City's first-ever sidewalk assessment is moving along and crews were recently in Rancho Bernardo. They will be in other District Five communities throughout the rest of the year. When completed, we will finally have a record of any sidewalk which is damaged, lifted or otherwise in disrepair so we can move forward on a plan to fix them.

## Military Economic Impact in San Diego Tops \$38B

San Diego has a long history as a military town. Not only is the military culture and history intertwined with the region, it is also important to our regional economy. The San Diego Military Advisory Council released its annual economic impact report last month and found the military's economic impact to the region for Fiscal Year 2014 topped \$38 billion. I've voiced my concerns to our federal representatives that any drastic cuts to defense would have a serious trickle-down effect on San Diego's economy. Some additional highlights of the military's economic impact are below.



## Share your Ride

October is Rideshare Month, which encourages drivers to leave their solo commute behind and try a new way to commute. When we utilize the many benefits of alternative commutes versus driving alone, getting to work doesn't have to be hard work. Join me in supporting environmentally friendly, alternative commutes including vanpool, carpool, bike, walk or transit. Commuters also have the opportunity to win prizes by sharing their green commute story on social media throughout the month of October. More info is available at [iCommuteSD.com](http://iCommuteSD.com).

**iCommuteSD.com**

**rideshare 2014**

**october is rideshare month**

share your ride. share your story.  
win prizes.

**iCommuteSD.com**

f SANDAGregion t @SANDAG #RideshareSD i @SANDAGregion

## Upcoming Community Events

**FilAmFest: 10th Annual Filipino American Arts and Culture Festival**

**Saturday, October 4, 2014 11 a.m.-4 p.m.**

Paradise Hills

<http://www.filamfest.org/>

**Rancho Bernardo Business Association Networking Breakfast**

**Tuesday, Oct. 14, 8-9:30 a.m.**

Athens Market Café, 11640 Carmel Mountain Road

<http://www.rbbaconnect.com/>

**Penasquitos Emergency Response Council: Personal & Family Preparedness Planning**

**Tuesday, Oct. 14, 6:30-7:45 p.m.**

Penasquitos Public Library, 13330 Salmon River Road

<http://www.perc4pq.org/classes/>

**Sustainable Scripps Ranch: Water Conservation in San Diego**

**Wednesday, Oct. 15, 6:30pm**

SRCA Community Center

<http://www.scrippsrancho.org/>

**Rancho Bernardo Safety Fair**

**Saturday, Oct. 18, 9 a.m.-2 p.m.**

Ed Brown Senior Center

<http://www.edbrowncenter.org>

**Savour RB Food Faire**

**Tuesday, October 21, 5-7:30 p.m.**

Bernardo Heights Country Club

<http://www.rbbaconnect.com/>



## Business Profile: All About redIT

Did you know that San Diego is home to a large hub of cybersecurity businesses? The San Diego Regional Economic Development Corporation reported this year that more than 100 core cyberfirms employ at least 3,500 private sector employees in the region. One of those companies, redIT, has their U.S. Headquarters located in

Rancho Bernardo. Their clients range from Fortune 500 companies like Costco and SunTrust Bank to media organizations Bloomberg.com and U-T San Diego. RedIT leaders recently joined me at a roundtable with economic development officials from

Tijuana and San Diego. I moderated the discussion during which redIT Managing Director Matt Thoene explained the importance of redIT's new metro-fiber network between Tijuana and San Diego. Having owned a technology research firm myself, I can't tell you how critical their work will be to the future of information technology in our binational mega-region.

**redIT.**  
the IT ecosystem



## Meet the Staff: Mayra Vazquez

Mayra Vazquez has been with District Five since the beginning of my term. She is a valuable part of my team and was recently promoted to Council Representative working with the communities of Carmel Mountain Ranch and Sabre Springs. She is also my business liaison and advises me on economic development and binational issues. A San Diego native, Mayra graduated from California State University, Long Beach with a degree in International Studies and a minor in Spanish. She

studied abroad in Argentina and Mexico, where she also had the opportunity to intern at the US-Mexico Chamber of Commerce. She's also interned for former Mayor Jerry Sanders and World Trade Center San Diego. Contact Mayra via email at [MVazquez@sandiego.gov](mailto:MVazquez@sandiego.gov).





***San Diego City Councilman Mark Kersey***

*202 C Street, MS #10A*

*San Diego, CA 92101*

*Telephone: (619) 236-6655*

*MarkKersey@sandiego.gov*

[www.sandiego.gov/citycouncil/cd5/](http://www.sandiego.gov/citycouncil/cd5/)

**For more updates, follow  
me on Facebook and  
Twitter!**



[San Diego City Councilman Mark Kersey](#)

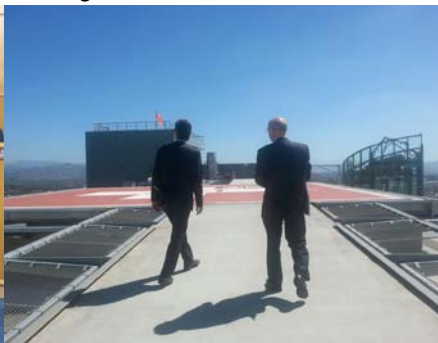


[@markkersey](#)

## My Photo Stream



Hosting a joint meeting on economic development with Tijuana City Councilmembers.



Touring the new Palomar Medical Center in Escondido.



Meeting with military officials during an event for the San Diego Military Advisory Committee.

## Senior Volunteers Needed for Reading Program

Seniors Helping Our Kids (SHOK) is looking for volunteers to help elementary school students learn to read. First and second graders are referred to the program by their teachers. Volunteers are needed at the following schools in District Five.

Turtleback and Westwood in Rancho Bernardo; Highland Ranch and Shoal Creek in Carmel Mountain Ranch; Morning Creek in Sabre Springs; and Los Penasquitos and Sundance in Rancho Penasquitos where the need is greatest. No special background is required and supplies are provided. If you can help, contact Jane Radatz at 858-485-5449 or [jradatz@att.net](mailto:jradatz@att.net).



**Fire Station 33 Open House**  
**Sunday, October 5 10 a.m.-2 p.m.**  
**16966 Bernardo Center Rd. 92128**