

COUNCILMAN MARK KERSEY

NEWS AND INFORMATION FROM THE FIFTH DISTRICT



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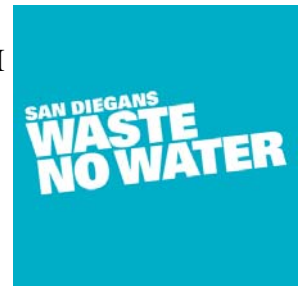
Scripps Ranch & Rancho Bernardo to Get New Smart Landscaping Controllers

I think it's important that while we are asking residents to cut back on their water use, the City does the same. In the spirit of conservation, I am happy to report that I have authorized funding for the purchase and installation of new smart landscaping controllers at six Scripps Ranch parks. The smart controllers sense moisture levels in the ground and only turn on the irrigation system when needed. The parks receiving this upgrade are: Cypress Canyon Neighborhood Park, Jerabek Neighborhood Park, Lakeview Neighborhood Park, Semillon Mini Park, Forestview Mini Park, and Hoyt Park.

I've also authorized funding for new smart controllers along Rancho Bernardo Road.

Smart controllers are also available for residential irrigation systems and homeowners can receive a rebate through SoCal Water Smart <http://socalwatersmart.com>. Rebates start at \$80 or \$35 per irrigation controller station for large residential sites.

I also want to encourage you to let me know if you see any wasteful water uses on City property. You can contact me directly or call the Waste No Water hotline at (619) 533-5271.



Chargers Stadium Discussion Heats Up

Like many of you, I am a Chargers fan. Since earlier this year, the discussions about a new stadium to replace Qualcomm Stadium have heated up. Right now, Qualcomm is the second oldest stadium in the NFL having been built in 1961.

A world-class stadium is something I believe the nation's 8th largest city should have. It would not only provide a place for the Chargers but also the San Diego State Aztecs, Holiday and Poinsettia Bowls, and a host of other large-scale events. That said, my main priority is to protect you—the taxpayers from an overly burdensome investment. I really do think that we can get this done without relying on a tax increase. There are enough financial tools available to the City and the Chargers in order to raise the needed funds. I recently penned a U-T San Diego opinion piece in which I lay out what I think needs to be done in order to finance a new stadium. Give it a read here:

<http://www.utsandiego.com/news/2015/feb/21/final-stadium-plan-must-benefit-both-taxpayers/>



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Kersey Crew Getting it Done in District Five

My staff and I work hard every day responding to constituent complaints as well as identifying problems in District Five communities. Here are just a few issues we've helped solve recently by working with City staff. If you need help with an issue, please contact my office for assistance.

- Streets Division filled dozens of potholes on Poway Road
- Graffiti was removed just north of the I-15 Poway Road/Rancho Peñasquitos exit
- Street lights are being repaired on Springhurst Dr. and Springbrook Dr.
- Worked with Parks & Recreation to have a new shade cover installed and the arbor painted at South Village Park
- Helped local business owners at Scripps Mesa Center to alleviate parking issues



The new shade cover and newly painted arbor at South Village Park in Black Mountain Ranch.

Speaking at the 2015 State of the Region

The North San Diego Business Chamber recently hosted its annual State of the Region luncheon. I was honored to participate as a panelist to reflect on what I believe makes San Diego a thriving region. Of course, rebuilding San Diego remains the top thing we can do to make sure our region continues to move forward. One of the things the business community has told me—and that I said at the panel—is that the best thing San Diego can do to impact economic development is to show that we are investing in ourselves. Fixing our crumbling infrastructure is that investment. We can't mandate the companies hire more people, but we can help improve business frontages by repairing broken sidewalks and repaving our streets. I also spoke about the opportunity to expand San Diego's manufacturing industry by capitalizing on our binational mega-region.



Cedar Fire Featured on Dateline NBC



DVR Alert! An upcoming episode of Dateline NBC feature the 2003 Cedar Fires. *Fire Outside My Window* by local author Sandra Millers Younger, as well as several other fire survivors, will be featured in the documentary about the fires that devastated Scripps Ranch, Lakeside, Alpine and other San Diego communities. It is part of a series about the “three of the most devastating disasters in modern history.” It airs Sunday, March 8 at 9 p.m. on NBC. For more information about the Cedar Fire book *Fire Outside My Window* visit www.thefireoutsidemymywindow.com.

Community Calendar

Daylight Savings Time: Spring Forward

Sunday, March 8

Don't forget to set your clocks forward by one hour

Women's Week hosted by the North San Diego Business Chamber

March 16-20, 2015

Speakers include Mallika Chopra, Naomi Tutu, Kim Coles, Alicia Gwynn and Bonnie Dumanis

<http://sdwomensweek.com/>

CPR/AED Training Event

Tuesday, March 17, 6:30 p.m.

Scripps Ranch Library 10301 Scripps Lake Drive

Cohosted by SRCA, San Diego Project Heartbeat and Councilman Mark Kersey

To attend email president@scrippsranch.org

Scripps Ranch Relay for Life Planning Meeting

Saturday, March 21, 9-10 a.m.

SRCA Community Center,
11885 Cypress Canyon Rd, Scripps Ranch

<http://on.fb.me/1B1XAV4>

Intergenerational Earth Day

Thursday, April 9, 9:15 a.m.-1:30 p.m.

Innovations Academy Charter School
10380 Spring Canyon Road, San Diego, CA 92131

www.tinyurl.com/ScrippsRanchIG

Save the Date: Fiesta de los Peñasquitos

Saturday, May 2, 11 a.m.-4 p.m.

Black Mountain Road

<http://bit.ly/1EgOVAt>

District Five Business Profile: Millennium Health

Earlier this year, I took a tour of Millennium Health, whose corporate headquarters are located in Rancho Bernardo. I was really impressed by the work they are doing with health practitioners to improve patient care nationwide. Here's more information about the company:

Imagine your doctor being able to prescribe you a personalized medication to treat your exact symptoms? [Millennium Health](#) aims to do just that. A leading health solutions company, Millennium Health offers a comprehensive suite of services with the ultimate goal of better tailoring patient care. Their new platform [DestinationWellness.com](#) gives patients the opportunity to conduct a DNA test that identifies how your genetic profile may impact your body's response to certain medications. Critical information you can then share with your doctor. As they put it, "how you will respond to various medications depends on many factors, including your age, diet, lifestyle and genetic make-up." They are creating a personalized approach to medicine and helping doctors avoid the "trial and error approach" to treating disease.



Through its community engagement work, Millennium Health helps bring attention to the issue of prescription drug abuse. They recently partnered with the Mark Wahlberg Youth Foundation and the Partnership for Drug-Free Kids' Medicine Abuse Project to launch the "Drop Them Off" campaign to educate parents and youth on how to properly use, store, and dispose of prescription medications by dropping them off at appropriate collection sites. Locally, they co-founded the Safe Homes Coalition in partnership with the San Diego Association of Realtors to enhance the safety use, storage and disposal of prescription medications in the home. Additionally, they recently focused their holiday giving campaign to support the Polinsky Children's Center where Millennium employees from across the country performed good deeds which the company translated into more than 500 new pairs of Converse® shoes for children spending the holidays away from home. I am proud to have Millennium Health in District Five and congratulate them on all their success.

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New Map of West Sycamore Trails Available

This from the Mission Trails Regional Park Foundation:

Finally we have a detailed map of the park's newest open space at the MTRP Visitor Center, kiosks and on-line.

Visitors can drive to the new staging area from Stonebridge Parkway or hike in on trails from Goodan Ranch/Sycamore Canyon parking lot. The added 1100 acres will provide hikers, mountain bikers and horseback riders seven miles of winding trails through chaparral, oak woodland and coastal sage brush habitats.

A link to the new trail map can be found on the Mission Trails Regional Park Foundation website <http://bit.ly/1ALzjhF>.



Become a Community Leader: Serve on a City Board or Commission

Ever wondered about the inner workings of City government? Want to become part of the process of improving our neighborhoods? The City's many boards and commissions are in need of a few good volunteers to represent District Five. Boards and commissions may be fiduciary, regulatory, policy-setting and/or advisory; and in all cases, members' contributions are invaluable to the Mayor, the City Council, and the City. We are currently looking to fill openings on the following Boards and Commissions but new openings come up each month.

- Parking Advisory Board
- Senior Affairs Advisory Board
- Human Relations Commission
- Citizens Review Board for Police

If you are interested in being a part of this crucial part of the City government, please contact me at markkersey@sandiego.gov. More information about this opportunity is available online at <http://www.sandiego.gov/city-clerk/boards-commissions/index.shtml>.

Connect with me:



San Diego City Councilman Mark Kersey



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