

Council President  
**Sherri Lightner**  
 Council District 1

# The SpotLIGHT



October 15, 2015

**Representing the communities of:**

- Carmel Valley
- Del Mar Heights
- Del Mar Mesa
- La Jolla
- Pacific Highlands Ranch
- Torrey Hills
- Torrey Pines
- University City



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## Economic Impact Report of San Diego's Research Institutions

On Tuesday, October 13, the San Diego Regional Economic Development Corporation released a new report, "The Economic Impact of San Diego's Research Institutions."

The report details what many of us already know, which is the major impact that non-profit bioscience research facilities have on San Diego's economy.

According to the study, San Diego's scientific non-profit research institutions, most of which are located in District One, have a \$4.6 billion total economic impact on the regional economy. This is roughly the equivalent of hosting 34 Comic-

Cons annually. All scientific Research and Development (R&D), including for-profit enterprises, generates approx \$14.4 billion annually in economic impact, roughly equal to the region's visitor industry. San Diego is the most concentrated R&D market in the U.S.

The report concluded that research institutions account for roughly 37,000 jobs, receive more National Institute of Health research funding and generate more patents than counterparts in any other metro area of the U.S.

The study focused on independent, non-profit research institutes (i.e. Scripps, Venter Institute, West Health) and

university research centers (i.e. UC San Diego, San Diego State University). Not only do these research institutions drive philanthropic efforts in the region, but they also create job opportunities across a wide-spectrum of skill-levels.

To grow San Diego's R&D cluster, the study calls for building supporting coalitions with industry leaders and institutions, driving the economic development opportunities to retain, expand and attract companies to compete globally, and address workforce needs by further developing technical training programs.

To read the [full report](http://sandiegobusiness.org), please go to [sandiegobusiness.org](http://sandiegobusiness.org).

## Public Hearing for Proposed Water Rate Increases Announced

The City will hold a public hearing to consider proposed water rate increases. These increases are primarily due to an increase in the cost of imported water, investments in water reliability, and improvements to aging water infrastructure.

The rate increase will vary depending on water meter size, customer classification and water consumption. A typical single-family home may see their bill increase by approximately \$6.00 per

month. Public Utilities is also proposing the first recycled water rate increase in 15 years, to go from 80 cents to \$1.73 per 748 gallons of water.

The public hearing will be held at 10:00am, Tuesday, November 17, 2015 at the City Administration Building. Interested parties can leave feedback on the proposed rates by filing written comments before the end of the public hearing. Each comment must identify the af-

ected property and include the signature of the property owner or utility customer. They must be received by the City Clerk, City of San Diego, City Administration Building, 202 C Street, San Diego, CA 92101.

Although oral comments at the hearing will not qualify as formal protests, the City welcomes input during the public hearing. For more information, please visit [www.sandiego.gov/water](http://www.sandiego.gov/water) or call (619) 515-3525.

## Charter Review Committee Updates and Upcoming Agendas



*The City's original Charter is on display as part of the City's collection.*

On October 8, the Committee discussed finalizing language to achieve a “plain-talk” Charter, which the City will have if the voters approve language proposed by the Chief Financial Officer, Independent Budget Analyst and City Attorney. Ultimately, the goal is for the language to be simplified and concise, and found in sequential order.

The Charter Review Commit-

tee will wrap up its work on the Finance sections at its November 4 meeting and also consider Executive and Administrative Services, Miscellaneous Provisions, Redistricting sections and Permanent Rules of Council.

The December 3 meeting (changed from Dec 16<sup>th</sup>) will cover suggestions on the sections dealing with Retirement, Civil Service, Contract-

ing and a proposed Preamble.

This fall, the Committee is deciding which suggestions to forward to Council for the ballot in June of 2016.

Watch the [Committee meetings](#) on City TV, or see [Charter Committee documents](#) and the [meeting schedule](#). Send comments to [charterreview@sandiego.gov](mailto:charterreview@sandiego.gov) or call (619) 236-6611.

## Citywide Customer Satisfaction Survey Coming Soon



*Your feedback counts! Please tell us how we can better serve you.*

Citywide surveys are an important part of an ongoing commitment by the City to provide the highest quality of services to its residents, businesses, and visitors.

During the months of October and November, the City will be conducting a citywide residential satisfaction survey. San Diegans from all Council districts will be randomly selected to participate.

Surveys will be mailed to residents, and recipients can either complete the hardcopy survey or online at [www.sandiego.gov](http://www.sandiego.gov). Everyone can take the survey online beginning October 26.

In addition, residents will be randomly selected for a phone survey. Calls will occur starting November 9 for four weeks.

The purpose of the survey is to

understand how well the City is doing in providing services to the public. Your feedback is important. If you are contacted, please take the time to respond and let us know what we can do better.

More information will be available as of October 15 on the City of San Diego's Performance & Analytics Department website at [www.sandiego.gov/pad](http://www.sandiego.gov/pad).

## Pacific Highlands Ranch Plans a New Park



*Pacific Highlands Ranch planned park sits across from The Village.*

The Pacific Highlands Ranch Community Park Committee is currently designing a community park and recreation center adjacent to Pacific Trails Middle School and Canyon Crest Academy in Pacific Highlands Ranch.

The park is part of the Pacific Highlands Ranch master plan, adopted by the San Diego City Council in 1998. The Committee was formed to help guide the design of a community park that meets the broadest possible needs of the commu-

nity while maintaining compatibility with the surrounding area. It aims to ensure residents are adequately informed about the park and have an opportunity to share feedback.

Currently, the Committee plans on providing final design recommendations to the Carmel Valley Recreation Council for approval by March 2016.

The public is invited to submit input on how the park

can best serve the surrounding community via email at [PHRpark@cvsd.com](mailto:PHRpark@cvsd.com) or by attending the committee meetings.

Upcoming meeting dates are Tuesday, October 27 and Tuesday, November 10, at 6:30pm at Pacific Trails Middle School, Art Room M102, 5975 Village Center Loop Road, San Diego, CA 92130.

More information about the committee can be found at [www.cvsd.com/PHRpark](http://www.cvsd.com/PHRpark).

# Sherri Around Town



Left to right, from top: **1.** Sherri attended a fundraiser at Galaxy Taco for La Jolla Lifeguard Gareth Chapman, who was injured this summer during a routine rescue at Windansea. **2.** Sherri proclaimed October 6<sup>th</sup> as Bob Collins Day. Bob is an 88 year old District One constituent who has been a La Jolla Community Planning Association Board member for over 10 years. **3.** For Manufacturing Day, Sherri toured the Green Field Paper Company, one of the few local paper companies that uses all natural and recycled materials. **4.** On October 3, Sherri celebrated San Diego's first Makers Faire, which is also the first bi-national Makers Faire. She also got to meet Russell, the mechanical giraffe. **5.** Sherri attended CyberFest where she presented the Mayor's CyberCup, and participated on a panel discussing the government's role in Cyber Security. **6.** Sherri visited Public Utilities staff during Customer Service Appreciation Week. These staff answer calls, read meters, and assist water customers with various needs. This year, they achieved a 94% customer satisfaction rating.

## Local Business: Swell Coffee Co. & Cafe

Sherri likes to regularly highlight a new or unique business in Council District One.

### This month's selection:

#### **Swell Coffee Co. & Cafe**

**What:** A small-batch artisan coffee roaster and cafe

**Where:** Flower Hill Promenade, 2670 Via De La Valle, Del Mar, CA 92014

**What you'll find:** With two locations, they feature small batch arti-

san in-house roasted coffees, fresh and healthy breakfast and lunch, as well as smoothies, acai, their special cold brew coffee and more.

They focus on stunning presentation with beautiful latte art, along with salads and entrees, while minimizing energy consumption and food waste.

**Contact:** (858) 925-7297 and [www.theswellcafe.com](http://www.theswellcafe.com)



*With coffees that constantly change, Swell seasonally sources beans and constantly acquires new state of the art technology to improve cup quality.*

## Upcoming City Events - Carnivals

**La Jolla Recreation Center's Halloween Carnival, Saturday, October 24, 1:00pm-4:00pm.** Celebrate the coming of Halloween with carnival games, face painting, pony rides, arts & crafts, and costume contest! FREE. Call 858-552-1658 for information.



**Doyle Recreation Center's Halloween Carnival, Wednesday, October 28, 12:00pm-2:00pm.** Enjoy a bounce house, carnival games, face painting, costume contest, and arts & crafts!

FREE. Call 858-552-1612 for information.



**Nobel Recreation Center's Halloween Carnival, Thursday, October 29, 11:00am-1:00pm.** Youngsters age 5 and younger can enjoy face painting, arts & crafts, a bounce house, carnival games, and more! FREE. Call 858-552-1626 for information.

**Standley Recreation Center's Halloween Carnival, Friday, October 30, 4:30pm.** This family-friendly carnival will have a costume contest and giveaways, so wear your favorite Halloween outfit! 858-552-1652.



**Scott Land Marionettes: A Halloween Show, Carmel Valley Public Library, Saturday, October 31, 2:00pm-2:45pm.** A Halloween show for all ages. FREE. Call 858-552-1668.



Sherrri is on the Web at  
[sandiego.gov/citycouncil/cd1/](http://sandiego.gov/citycouncil/cd1/)

### Follow Sherri:



Facebook: [www.facebook.com/SherrriLightner](http://www.facebook.com/SherrriLightner)



Twitter: [www.twitter.com/#!/SherrriLightner](http://www.twitter.com/#!/SherrriLightner)



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### Important City Department Contact Numbers

Need help with an issue in your neighborhood? Here are some important City numbers you can call, or please don't hesitate to contact Sherri's office for assistance.

<b>Emergency (Police, Fire, Medical)</b>	<b>911</b>
<b>Non-Emergency Police (Minor crime report)</b>	<b>619-531-2000</b>
<b>Graffiti Removal</b>	<b>619-525-8522</b>
<b>Pothole Repair</b>	<b>619-527-7500</b>
<b>Street Lights</b>	<b>619-527-7500</b>
<b>Illegal Dumping</b>	<b>858-694-7000</b>
<b>Missed Trash Pick Up</b>	<b>858-694-7000</b>
<b>Neighborhood Code Compliance</b>	<b>619-236-5500</b>
<b>Building Permit Information</b>	<b>619-446-5000</b>
<b>Lifeguard Information</b>	<b>619-221-8899</b>
<b>Traffic Division</b>	<b>619-495-7800</b>
<b>Dead Animal Pick-Up/Animal Control</b>	<b>619-767-2675</b>
<b>Abandoned Vehicle</b>	<b>619-531-2000</b>
<b>Think Blue/Storm Water Hotline</b>	<b>619-235-1000</b>
<b>Public Utilities Department Leak Line</b>	<b>619-515-3525</b>