



# The Emerald News

OCTOBER 2010 • VOLUME 2 ISSUE 7

## Safe Kids and Safe Streets

In September, the San Diego City Council joined me in adopting a No Texting While Driving resolution to reinforce just how dangerous, and even deadly, texting while behind the wheel of a vehicle can be. Some studies show texting can be riskier than driving under the influence of alcohol or drugs. In California, it is illegal to send text messages or to talk on a cell phone without a hands-free device while driving. For this public awareness campaign to be effective, each one of us must lead by example. That means never texting or talking on a cell phone without a hands-free device while driving. Parents of teenage drivers have an even tougher job in teaching their children that no message is important enough to kill or die for. Let's face it: most young people don't understand that they are not immortal. So getting this safety message into their heads is challenging. But we must make them understand how dangerous it is to be a distracted driver, for their safety and for the safety of everyone else who shares the road with them.

I received some encouraging news from our Police Chief about a decline in the number of violent crimes being committed against our children. We know our kids face a dangerous world, especially at night. But did you know nearly 40% of violent crimes against children under the age of 18 happen between 10 pm and 6 am? At the Public Safety and Neighborhood Services Committee meeting in September, the San Diego Police Department presented the latest results from curfew sweeps conducted over the past year and the numbers are encouraging. From July 2009 through June 2010, 46 sweeps were conducted, 1,238 juveniles were detained and, of those, 844 were sent to diversion programs for non-violent offenders. Chief Lansdowne attributes the success of this program to the many volunteers who regularly show up at the late-night curfew sweeps with the clear focus of preventing any more of our children from getting hurt, or worse.

*Together, we are making a difference. Marti*

### DISTRICT SEVEN COMMUNITIES

Allied Gardens

Alvarado Estates

Chollas Creek

Colina del Sol

College Area

Del Cerro

El Cerrito

Fox Canyon

Grantville

Islenair

MCAS Miramar

Oak Park

Rancho Encantada

Redwood Village

Rolando Park

Rolando Village

San Carlos

SDSU

Tierrasanta

### Inside This Issue...

Family Justice Center Moves Into A New Home.....	2
Meet Your Community Representative.....	2
Swinging on a Star.....	3
Boo! Parade and Carnival.....	3
Constituent Comments.....	3
October Community Events.....	4

**MARTI  
EMERALD'S  
MISSION  
STATEMENT**



*Empower  
constituents to  
improve their  
quality of life,  
economy, and  
neighborhoods  
through the  
effective use of  
a responsive,  
transparent,  
and trustworthy  
government.*

## Family Justice Center Moves Into A New Home

October is Domestic Violence Awareness Month, providing an opportunity to bring the sensitive subject of domestic violence out into the open. The Family Justice Center provides comprehensive assistance from more than 25 agencies to help victims of domestic violence and their families.

Domestic violence claims a new victim every 15 seconds in the United States. One in four women will be beaten or raped in their lifetime. The Family Justice Center is here to help. This comprehensive one-stop shop assists approximately 100 new clients and handles over 2,100 calls and follow-up appointments every month. The Family Justice Center is a lifeline for families in crisis. A ribbon-cutting ceremony and open house marked the move to the Center's new offices at 1122 Broadway, Suite 200, San Diego 92101. You can learn more about FJC at: (619) 533-6000 or [www.familyjusticecenter.com](http://www.familyjusticecenter.com).

## Community Representatives:

**Marisa Berumen** - Allied Gardens, Del Cerro, and Grantville  
(619) 236-7754 email: [mberumen@sandiego.gov](mailto:mberumen@sandiego.gov)

**Cynthia Harris** - El Cerrito, City Heights, Fox Canyon, Islenair, Colina del Sol, and Chollas Creek (619) 533-5897 email: [crharris@sandiego.gov](mailto:crharris@sandiego.gov)

**Kim Nguyen** - San Carlos, Tierrasanta, MCAS Miramar, and Rancho Encantada  
(619) 236-7042 email: [klnguyen@sandiego.gov](mailto:klnguyen@sandiego.gov)

**Chris Pearson** - Redwood Village, Rolando Park, Rolando Village, and Oak Park  
(619)236-6681 or (619) 846-1095 email: [cpearson@sandiego.gov](mailto:cpearson@sandiego.gov)

**Don Mullen** - College Area, College View Estates, and Alvarado Estates  
(619) 236-6677

**Geni Cavitt** - Media, Community News and Events, and The Emerald News  
(619) 236-7038 [gcavitt@sandiego.gov](mailto:gcavitt@sandiego.gov)

**Councilmember Marti Emerald's City Website:**  
<http://www.sandiego.gov/citycouncil/cd7>

**Council District Seven Office:**  
(619) 236-6677

**Whooping Cough Information:**  
(866) 358-2966 or <http://www.sdiz.org>

## Swinging on a Star

On Saturday, September 25th, we shared a dazzling evening at the Mission Trails Regional Park Visitor’s and Interpretive Center for Swinging on a Star – an evening to benefit a new playground. The Lake Murray Playground Project planned this lovely evening of star gazing, dining, and entertainment. The setting was perfect for our star-studded night; we enjoyed the food and festivities, bid on auction items, and learned more about our galaxy from expert astronomers. The proceeds from this magical evening will help build a new play area at Lake Murray. If you couldn’t join us at the gala, you can still help by purchasing a personalized paver to add to the playground. This is a great way to be a lasting part of the playground. A 4x4 paver is \$100 and a 4x8 is \$250. You can learn more at: <http://lakemurraypark.org/donate>.

## BOO! Parade & Festival

October is here and that means time for fall festivals. The largest fall celebration in District 7 is the annual BOO! Parade & Carnival. Steeped in tradition—it dates back to the 1930s—the parade kicks off the Halloween season on Saturday, October 23rd, at 10 am. The parade starts at 59th Street, travels east on El Cajon Boulevard and ends at Clay Park. Participants include marching bands, colorful floats, ghosts and goblins, and the Headless Horseman. Halloween revelers of all ages are encouraged to come in costume to the parade, then join the festivities at the carnival at Clay Park. Games, rides, music, food, and a costume contest for the kids and dogs are just some of the highlights of this College Area neighborhood tradition. If you need additional information: <http://www.booparade.com>.

For more details on District 7 events, please see page 4.



### MARTI EMERALD’S GOALS



*\*Improve Public  
Safety*

*\*Create Jobs*

*\*Restore Trust in  
City  
Government*

## Getting the Job Done...Constituent Comments

**Street Resurfacing:** *“I cannot describe what a pleasure it is to drive into our cul-de-sac and onto a smooth asphalt surface. We all applaud you and your staff and we are grateful for resolving this problem.”* Dick McClure, Allied Gardens

**Cutting Through Red Tape:** *“...I inquired with the City Water Department by phone... the department told me wildly conflicting information. ...Frustrated, I called your office. Cynthia Harris responded and put me in touch with an individual in the billing department and my problem was promptly solved.”* David B. Diamond, helping his recently widowed mother prepare her property in El Cerrito for rental.

**Oversized Vehicle Moved:** *“The camper-trailer is gone. Also, another habitual long-term RV has gone. Thanks to all!”* Andy Bailey, Rolando

## October Community Events

**MCAS Miramar Air Show** - Friday, Saturday, & Sunday **10/2-4** The Navy's Blue Angels are back! Gates open at 8 am, free parking and admission, paid preferred seating available. For more info: <http://www.miramarairshow.com>

**Fire Station 10 Open House** - Sat **10/2** 11:30 am—1:30 pm. The community is invited as the crew at Fire Station 10 hosts a BBQ lunch, including firefighter drills. Station 10 is in Rolando, 4605 62nd Street.

**Fire Prevention Week Open House** - Mon **10/4** 6—8 pm. You are invited to stop by your neighborhood fire station to learn more about fire prevention and safety. **Station 10-Rolando**, 4605 62nd Street, **Station 26-Chollas/Redwood Village**. 2850 54th Street, **Station 31-Grantville-Del Cerro**, 6002 Camino Rico, **Station 34-San Carlos**, 6565 Cowles Mountain Blvd, and **Station 39-Tierrasanta**, 4949 La Cuenta Drive.

**Celebrate Oktoberfest Tierrasanta Style** - Sat **10/9** 3-9 pm. Tierrasanta Community Park. Fun & games for the kids, a talent show from 3-5 pm, and brats & dogs with salad or chips., and sodas and suds. All this fun brought to you by the Tierrasanta Kiwanis Club.

**El Cerrito Curbside Community Clean-up Day** - Wednesday **10/13** 55th Street, from Adams to Redland Place., Redland Drive from Adams Avenue to Redland Place, and Redland Place (entire street). Please set all items at the curb by 8 am. For more info call: Chris Penman (858) 573-1202

**Nighttime Nature Adventures at Kumeyaay Lake Campground** - Friday **10/22**, 6:30-8 pm. This is one of many activities at Mission Trails Regional Park, and a great way to enjoy the park after dark. Don't forget your flashlight. [http://www.mtrp.org/events.asp?actiontype=showdate&the\\_date=10/22/2010](http://www.mtrp.org/events.asp?actiontype=showdate&the_date=10/22/2010)

**Fox Canyon Curbside Community Clean-up Day** - Saturday **10/23** This annual event provides our Fox Canyon neighbors with a chance to clean up and clear out the items you no longer want or need. Make sure to have all items at the curb by 8 am. For more info call: Stacy Workman (858) 573-1202.

**BOO! Parade & Carnival** - Saturday **10/23** 10 am-5 pm. Join the fun at San Diego's only Halloween-themed parade. It steps off at 10 am at 59th St and travels east on El Cajon Blvd. Carnival at Clay Park with rides, games, food, music, costume contest, and a haunted pumpkin patch. <http://www.booparade.com>

**Allied Gardens Halloween Carnival** - Thursday **10/28** 5-8 pm Crafts, face painting, refreshments, candy, carnival games and a costume contest. <http://www.sandiego.gov/park-and-recreation/centers/searchzip.shtml?choice=92120>

**Star/Pal Open House** - Thursday **10/28** 3-5 pm. 4110 54th Street in City Heights. Join Police Chief William Lansdowne and other guests for a national award presentation. Enjoy a BBQ, tour the facility, and learn more about the Star/Pal program. Call Natalie Bradley at (619) 531-2559 for more info.

**San Carlos Celebrates Halloween** - Friday **10/29** 6-8:30 pm. The annual carnival with games, prizes, a costume contest, and lots of safe fun. For more info: <http://www.sandiego.gov/park-and-recreation/centers/sancarlos.shtml>

Councilmember

Marti Emerald

congratulates

Alejandro

Ibaibarriaga

from Del Cerro

and Camille

Jorgensen of

Rolando on their

reappointments

to San Diego's

Youth

Commission.