



District Three Dialogue

February-March 2009 Volume 1, Issue 2

Councilmember Gloria serves on the following:

- Chair, Land Use and Housing Committee
- Public Safety and Neighborhood Services Committee
- Budget and Finance Committee
- Rules, Open Government and Intergovernmental Affairs Committee
- City-County Joint Homeless Taskforce
- Metropolitan Transit System Board
- San Diego Workforce Partnership

Coffee with Your Councilmember

Councilmember Gloria Announces Community Coffee Calendar

Councilmember Todd Gloria proudly announces his Community Coffee calendar for March. District Three residents are invited to meet with him one-on-one at the coffees to discuss issues of concern. Please come by at any time during the hours listed.

"Staying in close touch with my neighbors and allowing every opportunity for public input is essential to being a good representative," said Councilmember Gloria.

Saturday, March 14

10:00—11:30 a.m.

City Heights / Weingart Branch
Library Conference Room
3795 Fairmount Ave.

Saturday, March 14

12:30—2:00 p.m.

Kensington Café
4141 Adams Ave.

Saturday, March 28

10:00-11:30 a.m.

Sea Rocket Bistro
3382 30th St. in North Park

Saturday, March 28

12:30-2:00 p.m.

David's Coffeehouse
1440 University Avenue



Making Sense of the City's Budget Challenges

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How serious is the City's budget problem?

For the next fiscal year, which begins July 1, 2009, the City is facing an estimated \$50 million shortfall in its \$1.2 billion General Fund. The General Fund pays for core community services including public safety, parks and recreation, library services and refuse collection. The \$50 million shortfall exists even after City expenditures were cut by nearly \$40 million this past December. The City will need to reduce expenses an additional \$50 million by either cutting other services, laying off employees, reducing waste where possible or by finding new revenue sources through fee increases or new fees. The City's Five Year Financial Outlook shows that deficits will continue to grow significantly without strong corrective actions.

By law, the City must maintain a balanced budget each year.

What has caused this problem?

The current state of the economy has had a major impact on the City's budget, as it has on other local and state governments throughout the country as well as most private sector employers such as retail stores. To provide critical services to the community, the City relies heavily on revenues from the property tax, sales tax and transient occupancy tax (essentially a tourism tax). These revenue categories are all significantly impacted by a declining economy characterized by less consumer spending, a slumping housing market and a drop-off in tourism. As a result, the City lost more than \$20 million in anticipated revenues last fiscal year and expects to have an additional

shortfall of \$34 million in revenues in the current year.

What has the City already done to address the problem?

For the past several years, the City has undergone efforts to eliminate waste and improve efficiencies in all City departments. Expenditures have also been reduced through department reorganizations and streamlining, elimination of hundreds of vacant positions, consolidation of health care plans, creation of a leaner pension plan for new employees and reduction of services across the City. In December 2008, the City Council approved more than \$40 million in expenditure reductions to keep the current year's budget in balance.

Continued on page 4.

Community Plan Updates Finally Begin: A Message from Todd

On January 28, I was excited to join with many residents of District Three as well as Mayor Jerry Sanders, Council President Ben Hueso and Council President Pro Tem Kevin Faulconer at the Balboa Park Club to kick off the community plan update process for North Park, Uptown and Golden Hill.

Land use documents like community plans are important for our neighborhoods. They are even more critical in the older urban areas of District Three where we must balance new development with the desire to protect historic resources and preserve our quality of life. In recent years, difficult land use and development decisions have been made even tougher because community plans are woefully out of date and often no longer reflect the general desires of residents.

It is clear that the people of District Three are passionate about how development is

allowed to occur. I share that passion. We all want to make sure that the basis for our land use decisions is founded on current data and a renewed community consensus.

The community plan update process will cover many topics and answer the questions I have gotten most frequently since the kick off: Where do we plan to accommodate our fair share of additional growth? How will we protect our single family residential neighborhoods? How will we protect our historic resources? What public facilities, such as parks and libraries, will be necessary to protect and improve the quality of life in our communities as they grow? How will we emphasize and protect our natural resources such as our system of urban canyons?

Even in times of austerity we have to plan for future development. Our city's growth might not be occurring as rapidly today as it

did even one year ago, but growth will continue in San Diego and in our communities whether it is this year or some time in the future. The update process will allow us to shape and control how that growth will occur in our communities.

I am grateful that City staff has set up a thoughtful process where many voices will be heard and all input will be considered. I am pleased that this process includes a substantial role for our community planning groups, and also provides an appropriate role for interested members of the public who are not planning group members. If you want to be involved and are not a member of a planning group, you may contact my office to learn more. Your participation will ensure that the final products will be valuable tools which will serve our communities for the next decade and beyond.

Related to the community plan updates is the ongoing need to ensure that our neighborhood infrastructure is maintained and enhanced. These two items must go hand in hand. I was heartened that the City of San Diego recently announced its return to the bond market. This financial tool had been unavailable to the City for more than five years because our credit rating was suspended by Wall Street.

San Diego's restored bonding capacity means that the Mayor and City Council can now begin to address some of serious deferred maintenance and infrastructure needs. I believe that using our bonding capacity to make needed infrastructure improvements is a wise investment because the useful life of the improvements will surely exceed the financial life of the bonds. I am hopeful that in the months ahead, through my service as Chair of the Land Use and Housing Committee, that we can use this important tool to direct new funding to repair some of District Three's broken streets and sidewalks, address the lack of lighting in certain neighborhoods and plan for the eventual replacement of old libraries, recreation centers and fire stations.

Starting the community plan update process and using our restored bonding capacity to tackle our infrastructure needs are exciting announcements to be sure, and they show that, as monumental challenges remain, progress can and will be made through diligence, hard work and honest dialogue with the public.



Mid-City Crimes Decreased in 2008

Courtesy of the San Diego Police Department

Mid-City Division

	2007	2008	% Change
Murder	17	8	-52.9%
Rape	55	55	0.0%
Robbery	495	432	-12.7%
Aggravated Assault	777	654	-15.8%
Violet Crime Total	1,344	1,149	-14.5%
Residential Burglary	972	956	-1.6%
Commercial Burglary	286	296	3.5%
Larceny	2,586	2,154	-16.7%
Motor Vehicle Theft	1,854	1,485	-19.9%
Property Crime Total	5,698	4,891	-14.2%
Crime Index Total	7,042	6,040	-14.2%
Car Prowls	1,336	1,132	-15.3%

Monitoring Our Water Supply: 300 People Pack District Three Water Workshop

Water supply and water usage are the most critical issues facing the San Diego region. On the evening of February 12, approximately 300 people joined Councilmember Todd Gloria at Balboa Park's War Memorial Building for a City-sponsored Water Allocation Workshop.

The purpose of the workshop was to accept public input on ways to allocate water for the City of San Diego due to historic drought and environmental conditions. San Diego has a naturally dry, arid climate, and rainfall totals have decreased over the past several years, increasing concern about the environmental impacts of pumping additional water from Northern California and elsewhere.

To deal with this reality, the City created the *20 Gallon Challenge*, with the goal of reducing water usage throughout San Diego by 10%. While City departments and facilities narrowly

missed the goal by achieving 9% reduction, residents only managed to cut usage by 5.3%.

Three options exist to reach the target of 20% reductions: behavior, pricing and allocations.

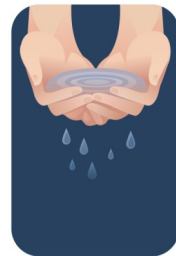
Allocation of water achieves several key criteria. First, it is based on a fair and appropriate usage baseline. Second, it can be ready for implementation by July 1, 2009. Third, it can be handled by the City's existing billing system. Finally, it would be affordable to implement, monitor and maintain.

Key elements of the allocations formula include: a measurement utilizing 2006-2007 property water usage data; credit for past conservation and recognition of efforts during the *20 Gallon Challenge*; a minimum allocation floor requiring no further

reductions for households that use six HCF (4,488.3 gallons) per month; a variance/hardship process and penalties for usage over the allocation.

Considerations will be made for fire prevention efforts and maintenance of adjacent canyons, increases in occupancy of the property, medical conditions of the residents, changes in occupancy from previous tenants or owners, and other factors.

Councilmember Gloria is working to ensure that allocations are fair and will continue to keep community members updated as discussions about water allocations continue. For more information, please visit www.sandiego.gov/water/conservation.



Help Us Clean Up Council District Three!



Hillcrest Community Clean Up

Saturday, February 28

9:00 a.m.

Meet at the Egyptian, 3812 Park Blvd.

Sponsored by the Hillcrest Town Council

Dumpsters arranged by EDCO and Councilmember Gloria



North Park Community Clean Up

Saturday, February 28

9:00 a.m.

Meet at the AT&T Parking Lot, intersection of Texas St. and Howard Ave.

Auto Product Recycling Event

Saturday, February 28

9:00 a.m.—1:00 p.m.

Balboa Park

Park Boulevard and Presidents Way Parking Lot

Home mechanics can bring used auto products, including used motor oil, antifreeze, oil filters and auto batteries, for disposal and recycling at the City's Auto Product Recycling Event.

- The service is free to City residents (proof of residency is required).
- Bring the liquid waste in closed containers and secure the containers against breakage or spills.
- The maximum transportation limit is 10 gallons, and commercial waste is not permitted.
- For more information, call the City's Environmental Services Customer Service Line, 858-694-7000 or visit www.sandiego.gov/environmental-services/.

Councilmember Gloria Helps Break Ground for New Urban Corps Center

Councilmember Todd Gloria joined Mayor Jerry Sanders and Council President Pro Tem Kevin Faulconer and broke ground for the San Diego Recycling Education and Community Outreach (ECO) Center, a project of Urban Corps San Diego, on February 20. The ECO Center is phase two of an Urban Corps building renovation project which began in 2007. The plan calls for a 5,812 square-foot LEED certified recycling education center which will serve as a training facility for corpsmembers and the citizens of San Diego County. The center will focus on educating, training and demonstrating how recycling and conservation: preserves natural resources; reduces pollution; reduces waste hauling costs/expenses; and employs at-risk youth. The center will include fun, hands-on educational exhibits, demonstrations on closed- and open-loop recycling and a Rooftop Resource Garden that will serve as a model for sustainable urban environments.

In photo: Councilmember Gloria, Council President Pro Tem Faulconer and Mayor Sanders are among the dignitaries breaking ground on the new recycling education center.



Budget *Continued from page 1.*

What are potential solutions balance next year's City budget?

Balancing the City's FY 2010 budget will require very difficult decisions by the Mayor and City Council regarding which City services are most important to the community, what levels of services can the City afford to provide and the funding sources for those services. These decisions cannot be made without involving the community in this very important dialogue. My colleagues and I on the City Council Committee on Budget and Finance are making every effort to include community members in the budget planning and decision-making process. We have held hearings on weekends, in evenings and in neighborhoods, including a very successful one on Saturday, February 21 at Hoover High School. This process has allowed for great public input and has heightened our awareness of your needs, questions and concerns. I encourage you and your neighbors to get involved by completing an online budget priority survey at www.sandiego.gov/budgetandfinance. If you'd like to provide suggestions and feedback, please call 619-236-6934.

Councilmember Gloria Honors Warren Simon Upon His Retirement

Councilmember Todd Gloria joined community members on February 2 to honor Warren Simon upon his retirement. After more than two decades of service to the Hillcrest community, Warren, who oversaw many improvements to the area, retired as the executive director of the Hillcrest Business Improvement Association (HBIA).

Over his 20 years of activism, Warren oversaw many changes during his tenure with the nonprofit organization. HBIA represents more than 1,200 businesses, administering a portion of the funds collected by the City through local business licenses. The association employs private security patrols in the core of the neighborhood and pays for the neon Hillcrest community sign over University Avenue to be lit. In 1999, the HBIA established the Uptown Partnership, Inc., a nonprofit corporation focusing on projects that improve parking and transportation resources in the community. Also, Warren recalls the University Avenue median improvement project as the one of the most significant projects that he saw realized during his time leading the organization.

HBIA will now be led by Benjamin Nicholls, the new executive director. Nicholls most recently led Discover Pacific Beach, a business improvement district.

Firefighters Support Local Charity with \$2,000 Donation

The San Diego City Firefighters — Local 145 generously donated \$2,000 to Mama's Kitchen on January 30. Councilmember Gloria joined the firefighters for the check presentation.

San Diego firefighters personally contribute a portion of their paychecks to the Community Responsibility Fund, which is used to support worthy charitable groups like Mama's Kitchen.

Mama's Kitchen is a volunteer-driven, not-for-profit organization that prepares and delivers food to men, women and children who are affected by AIDS or other critical illnesses.



Community Connection: The Todd Squad is Working for You



Vermont Street Bridge: New bollards have been ordered for the Vermont Street Bridge. The bridge was built in 1995 and connects University Heights to Hillcrest over Washington Street. The bollards, or posts, at either end were in need of replacement. *Photo courtesy of Hillquest.com.*

Robinson Avenue Bridge: Thanks to efforts of the District Three office, the Robinson Avenue Bridge will be repainted by the end of March.

Street Sign Replaced: A “No Parking — Street Sweeping” sign located at 36th Street and Polk Avenue in North Park that was damaged by a car was recently replaced by Councilmember Gloria’s office in response to a request from the community.

Kensington Sign Update: Councilmember Gloria and his staff have been



working closely with the Kensington-Talmadge Community Association to repair the beloved entryway sign in

Kensington. After much review and discussion and many meetings, the restoration and replacement of the sign is moving along. The estimated date of completion of the privately funded project is the end of 2009. The project is being privately funded.

Sidewalk Cleared of Hazard: Councilmember Gloria was able to have a motorized scooter which was illegally blocking a Herman Avenue sidewalk removed, again making the area accessible to all pedestrians and disabled individuals.

Lights are On: Working with the Adams Avenue Business Association, the District Three office was able to have the street lights repaired along 30th Street. Also, the Talmadge Maintenance Assessment District is currently reviewing designs and quotes on additional ornamental candlestick lights that could be in place by year’s end.

Hillcrest Farmers Market: The popular Sunday attraction will extend its hours until 2:00 p.m. starting March 8th.

Securing the Streets of North Park: At the request of the community, Councilmember Gloria has been able to make two busy intersections in North Park safer by adding stop signs. An all-way stop will soon be added near Garfield Elementary at the intersection of Meade Avenue and Idaho Street. Parents organized the call for stop signs after students were injured at the location. A second four-way stop sign will soon be added at Florida Street and Cypress at the request of the Greater North Park Planning Committee to better manage the traffic in Florida Canyon.



Hillcrest Development Update: The pedestrian walkways at the corner of Sixth Ave. and Upas St. should be removed by the end of March, according to the City’s Development Services Department. As soon as the exterior work is complete on the face of the Mi Arbolito project, the

walkways will be removed. Public improvements will be completed while work is finished on the interior of the project.

Talmadge Cleanup: Councilmember Gloria kicked off the inaugural Talmadge Alley Cleanup on Saturday, January 10 and joined members of the Talmadge Community Council and his staff in the event. The Council office also helped secure passes for the collected debris to be dropped off at the Miramar landfill.

163/Sixth Ave. Cleanup: In conjunction with the Stormwater Pollution Prevention Program, Urban Forestry and the Engineering and Capital Department, and with the help of Scripps Mercy Hospital, Councilmember Gloria is happy to announce that the area surrounding the 163 and Sixth Ave. will soon be renovated. Debris and weeds will be removed and repairs will be made along the center median, frontage and pedestrian bridge beginning in early March.

North Park Round Up:

Councilmember Gloria’s office led the effort to have 28 pieces of graffiti removed from the 4300 block of Illinois Street in North Park by the middle of February, where the badly cracked street is also being repaved. The North Park Post Office is graffiti-free thanks to his efforts as well. Finally, graffiti was also recently removed from the Switzer Canyon culvert at the base of 30th Street.



South Park Walkabout: The Spring South Park Walkabout is scheduled for Saturday, March 28 from 6-10 p.m. For more information about the event and other happenings in the neighborhood, please visit www.southparkscene.com.

March Community Meetings: Todd is scheduled to attend the following community meetings in March.

Uptown Planners, Tuesday, March 3, 6:30 p.m. at the Joyce Beers Community Center, 1230 Cleveland Ave.

Altadena Neighborhood Association, Wednesday, March 4, 6:30 p.m. at Santos Coffee Shop, 3191 Thorn St.

Introducing District Three’s Youth Commissioner

Council District Three’s representative to the City’s Youth Commissioner is Amina Ture. Amina is a 16-year old senior at Hoover High School and lives in the community of City Heights. She arrived from Yabalo, Ethiopia in October 2006.

The Youth Commission identifies critical issues affecting youth in the City of San Diego and provides advice and recommendations to the Mayor and City Council. There are 31 members, aged 14-22 years old, who are appointed by the Mayor and confirmed by the City Council.

Tracking Todd



Hillcrest Town Council On January 13, Councilmember Gloria visited the Hillcrest Town Council's monthly meeting. He updated community members on City business and answered their questions.

RSVP Graduation On February 5, Councilmember Todd Gloria congratulated the graduates of the Retired Senior Volunteer Patrol (RSVP) academy at Balboa Park's War Memorial Building.



RSVP members assist area police stations in providing an increased level of crime prevention programs within specific geographic boundaries providing additional resources to the San Diego Police Department, and perform house checks for people on vacations or people who live alone. If you are interested in joining RSVP, are at least 50 years old, possess effective oral and written communication skills, reliable and trustworthy with confidential information, in good health, have a valid California Driver's License, have never been convicted of a felony and can commit to three eight-hour shifts per month, please call (619) 446-1012

University Heights Community Association Councilmember Todd Gloria attended the UHCA meeting on February 5. He spoke about his committee assignments and his priorities.

Seussville Read Across America Councilmember Gloria will be a guest reader at Cherokee Point Elementary School on Monday, March 2 in honor of Dr. Seuss's birthday. The National Education Association annually sponsors Read Across America. Now in its twelfth year, the program focuses on the importance of motivating children to read, in addition to helping them master basic skills.



Youth Arts: The City Heights youth arts program transcDANCE received a visit from Councilmember Todd Gloria on February 12. The program fosters self-awareness, connection to humanity, the ability to explore possibilities, think critically, and transcend self-imposed limits. For more information, visit www.tdarts.org.



City Beats County For the first time in seven years, the City of San Diego defeated the County of San Diego in the annual football game on January 31. Councilmember Gloria was proud of the team and happy that District Three's Morley Field was the site of the impressive victory.

Helpful Resources

City of San Diego

Abandoned Vehicles: 858-495-7856 or
www.sandiego.gov/police/forms/72hr.shtml
Graffiti Reporting: 619-525-8522 or
www.sandiego.gov/graffiti/sighting.shtml
Potholes: 619-527-7500 or apps.sandiego.gov/streetdiv/sreq_t1.jsp
San Diego Housing Commission: www.sdhc.org

County of San Diego

Supervisor Ron Roberts: 619-531-5544
Air Quality: 858-586-2650
Animal Control: 619-767-2675
Vector Control: 858-694-2888 or vector@sdcounty.ca.gov

State of California

Assemblymember Lori Saldana: 619-645-3090 or
Senator Christine Kehoe: 619-345-3133
Unemployment Assistance: www.edd.ca.gov

Sign up for our e-news! Visit <http://www.sandiego.gov/citycouncil/cd3/>