

Councilmember Myrtle Cole Council District 4

e-Newsletter
FALL | October 8, 2014



Proudly Representing

- Alta Vista
- Broadway Heights
- Chollas View
- Emerald Hills
- Encanto
- Greater Skyline Hills
- Jamacha
- Lincoln Park/Knox
- Lomita Village
- North Bay Terraces
- Oak Park
- O'Farrell
- Paradise Hills
- Redwood Village
- Rolando Park
- South Bay Terraces
- Valencia Park

Myrtle's Message | Access to Quality

Whether I'm advocating for access to quality food, quality retail, quality jobs, or quality affordable housing, I want us to have **"access to quality"** in the Fourth Council District. This week at City Council, my Council colleagues and I voted (7-1) to address the issue of quality affordable housing in the true spirit of **collaborative government**. We understand that something needed to be done to **address the shortage of quality affordable housing** and at the same time we were sensitive to business development.

The Workforce Housing Offset (formerly called Linkage Fee) is a one-time payment made by developers. As commercial development increases, so does the demand for affordable housing for minimum wage and low-wage workers employed in these new buildings and developments. The Workforce Housing Offset ensures that commercial developers pay their fair share and don't leave cities and residents holding the bill for the impacts they have on the City's housing needs.

Revenues generated by the Workforce Housing Offset are channeled into the City of San Diego's Housing Trust Fund. Resources in the Housing Trust Fund are used to build homes that are affordable to low-wage workers and proximate to jobs. Every dollar spent from the Housing Trust Fund, San Diego sees \$30 come back in the form of outside and private investment. **Each new affordable unit created generates 2.1 jobs for San Diego's economy.** Until this compromise, **the Workforce Housing Offset had not been recommended to be adjusted since it was cut in half in 1996.**

My office sat down at the table with both sides and came up with a reasonable compromise that, based on historical data collection, is expected to **generate an additional \$3 million** over a five-year period above the current fees. There is still work to do but this is a good start. I thank my Council colleagues for supporting the hard work my office has done to reach this compromise. As Vice Chair of the Smart Growth and Land Use Committee, I'm working for our neighborhoods. Here are the highlights of the proposed updates to the Municipal Code that were approved by the City Council on Monday:

- Fee: Raise the fee 100%, phased-in over three years, to the 1990 level. Phase-in period begins on January 1, 2015.
- The Housing Impact Fee adjustment will not sunset.
- Exempt manufacturing, warehouse, and nonprofit hospitals from the Housing Impact Fee for the purposes of economic development.
- No adjustment to the fee levels for research and development construction, for the purpose of economic development.
- Remove requirement for annual recommendation to the Council for revenue level update based on a construction cost index.



Connect with Myrtle

Twitter: @CD4Myrtle Cole

Facebook: <https://www.facebook.com/councilmembermyrtlecolec4>



Contact Information

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- 🏠 **Tubman-Chavez Office Space Available** for a 501 (c)(3) Organization: There are two offices available to lease at our Tubman-Chavez Community Center. For more information, please email Charmaine Gillis, Real Estate Assets Department, at CGillis@sandiego.gov.
- 🏠 **Mandatory Water Conservation:** The Mayor is recommending the City of San Diego move to "Drought Alert" status, the second phase of citywide conservation that calls for mandatory measures for all residents and businesses. The new measures would go into effect Nov. 1, pending City Council approval. The City of San Diego has been a leader in water conservation, enacting permanent measures in 2011 that are more stringent than most cities and water districts throughout the state. City Council approved and the City entered into a "Drought Watch" status on July 1, 2014, which called for additional voluntary conservation measures in response to the statewide drought. Since then, water usage in San Diego fell 4.4 percent in August and 5.7 percent in September compared to the same month a year ago. By moving to "Drought Alert" status, the voluntary measures that have been in effect since July will become mandatory. It also calls for additional measures to be taken. For more information on water conservation, please visit: <http://www.sandiego.gov/water/conservation/drought/prohibitions.shtml>
- 🏠 **The Best | Sharing the GOOD NEWS about SDCERS:** Reuters PE Hub has named the San Diego City Employees' Retirement System (SDCERS) as **the best public pension plan in the country** when it comes to the performance of its private equity portfolio. The online publication's results follow a July 2014 survey of more than 160 public pension funds nationwide. For more information, please visit: <https://sdcers.org/News/Latest-News/By-Category/Reuters-Names-SDCERS-Private-Equity-Portfolio-Bes.aspx>
- 🏠 **A new California law amended the Vehicle code to create safer roadways for bicyclists:** Beginning October 16, 2014, when passing a cyclist on the road, drivers must give the cyclist a buffer of no less than 3 feet or slow to a reasonable speed if road or traffic conditions do not allow for the safety cushion of 3 feet.
- 🏠 **Neighborhood Revitalization with Code Enforcement: NOTICE OF ABATEMENT VACANT AND UNSECURED STRUCTURE issued:** This notice was issued for a property on **Greycourt Avenue** that is in violation of the San Diego Municipal Code and California Health & Safety Code. The overall conditions of the site constitute a public nuisance and a threat to the public's health and safety. The property owner is required to secure the structure, remove debris and rubbish, and maintain a clean property at all times.
- 🏠 **From you, our valued readers:**
 - ✚ "Thank you Ms. Cole for your expeditious response. I feel as though someone cares. Also, I have signed up for the newsletter. Quite informative." – Hallie Stubbs
 - ✚ Regarding Skyview Neighborhood Park: "Thank you Councilmember Cole for taking quick action on this matter. The safety and welfare of our children is a major concern and I hope that this action will work to clean up our park!" - Maurice Vose

PHOTO GALLERY



Arts & Culture | As one of the proud sponsors of the 10th Annual Filipino-American Arts & Culture Festival (FilAm Fest) Day in beautiful Paradise Hills, Councilmember Cole re-presented a proclamation declaring October 4th as FilAm Fest Day in the City of San Diego. The Councilmember also took the "It Can Wait!" Pledge – pledging not to text and drive.



Fourth District Events & Meetings

Upcoming City Council, Committee and Outside Organization Committee Meetings Councilmember Cole in Action!

The next regularly scheduled meetings of the City Council are Monday, October 20th at 2:00 p.m. and Tuesday, October 21st at 2:00 p.m.

The City Council meetings of Monday, October 13th and Tuesday, October 14th were adjourned.

- October 10 | 10:00 a.m. – 12:00 p.m. | SANDAG Policy Board Meeting | SANDAG Board Room, 7th Floor. 401 B Street, San Diego, CA 92101.
- October 10 | 10:00 a.m. – 2:00 p.m. | Friday District Office Hours | Tubman Chavez Community Center. 415 Euclid Avenue, San Diego, CA 92114.
- October 16 | 12:00 – 1:00 p.m. | Reinvestment Task Force Committee | County Administrative Building. 1600 Pacific Highway, San Diego, CA 92101.

Upcoming Community Meetings

- October 9 | 6:00 – 7:00 p.m. | Valencia Park Town Council – O'Farrell Park Town Council | O'Farrell Charter School. 6130 Skyline Drive, San Diego, CA 92114.
- October 13 | 6:00 – 7:00 p.m. | Southeastern Planning Committee | Neighborhood House Association. 841 S. 41st Street, San Diego, CA 92113.
- October 13 | 7:00 – 8:00 p.m. | Jamacha Community Council | Trinity Lutheran Church. 7210 Lisbon Street, San Diego, CA 92114.
- October 13 | 7:00 – 8:00 p.m. | Redwood Village Community Meeting | Darnall Charter School. 6020 Hughes Street, San Diego, CA 92115.
- October 13 | 7:00 – 8:00 p.m. | Rolando Park Community Council | Rolando Park Elementary School. 6620 Marlowe Drive, San Diego, CA 92115.
- October 14 | 6:00 – 7:00 p.m. | Emerald Hills Neighborhood Council | Johnson Elementary. 1355 Kelton Road, San Diego, CA 92114.
- October 14 | 7:00 – 8:00 p.m. | Eastern Area Planning Committee | Holy Spirit Catholic Church. 2755 55th Street, San Diego, CA 92105.
- October 14 | 7:00 – 8:00 p.m. | Skyline – Paradise Hills Planning Committee | Paradise Hills Recreation Center. 6610 Potomac Street, San Diego, CA 92139.
- October 15 | 6:00 – 7:00 p.m. | Knox Town Council | Knox Elementary. 1098 S. 49th Street, San Diego, CA 92113.
- October 15 | 6:30 – 7:30 p.m. | Paradise Hills Council | St. Timothy Church. 2602 Reo Drive, San Diego, CA 92139.
- October 16 | 12 – 1:00 p.m. | Martin Luther King Rec. Council | MLK Recreation Center. 6401 Skyline Drive, San Diego, CA 92114.
- October 16 | 6:00 – 7:00 p.m. | Lomita Village Town Council | Skyline Park & Recreation Center. 8285 Skyline Drive, San Diego, CA 92114.
- October 16 | 7:00 – 8:00 p.m. | Webster Community Council | Webster Elementary School. 4801 Elm Street, San Diego, CA 92102.

Calendar of Events

- **KIDS GO FREE TO THE SAN DIEGO ZOO! | San Diego Zoo and San Diego Zoo Safari Park free admission for kids ages 3-11 in October. No limit on amount of children free per paid adult at the San Diego Zoo. Coupon not required for free kids entry.**
The PGK Dance Project | Wednesday, October 9th – Sunday, October 12th | 2:00 p.m. | The Lyceum Space. 79 Horton Plaza, San Diego, CA 92101 | World-Class Dance comes to San Diego's Lyceum. This multi-ethnic company performs a wide variety of diverse styles by award-winning choreographers of today. Get tickets at www.thepgkdanceproject.org.
- **Taste of the Diamond** | Thursday, October 9th | 6:00 p.m. – 9:00 p.m. | San Diego Marketplace, 1655 Euclid Avenue, San Diego, CA 92105 | Join the Diamond Business Association Inc. and enjoy delicious menu samples from ten of our unique Diamond District restaurants, bakeries and caterers. It will be an evening of food, fun, live entertainment, lowrider cars on exhibit and prizes
- **NOTICE: All San Diego Public Libraries will be closed for Staff Development Day (NLH) | Friday, October 10th**

Calendar of Events (Cont.)

- **Health & Wellness Fair** | Saturday, October 11th | 10:00 a.m. - 1:00 p.m. | San Diego Central Library. 330 Park Blvd, San Diego, CA 92101 | Information booths, health screenings, flu shots, refreshments, entertainment and raffle tickets!
- **FREE South Eastern Community Leaders training** | Saturday, October 11th and October 25th | 9:00 a.m. - 1:00 p.m. | Jacobs Center. 404 Euclid Avenue, San Diego, CA 92114 | The National Conflict Resolution Center will be conducting a two-part no-cost training customized for South Eastern Community Leaders focused on: Communication, collaboration, conflict management and diversity. These trainings will increase the capacity of residents to take control of their neighborhoods and create sustainable change. Sign-up at mmeyer@ncrconline.com or 619-238-2400, ext. 225
- **FREE California-Friendly Landscape Training Class** | Saturday, October 11th | 9:00 a.m. - 12:00 p.m. | Montgomery Waller Rec. Center. 3020 Coronado Avenue, San Diego, CA 92154 | Watershed-Friendly Gardening Classes sponsored by the California American Water. Space is Limited, CALL Kristin Otto at 619-522-6407.
- **The Southeastern Public Safety Expo** | Saturday, October 11th | 9:00 a.m. - 12:00 p.m. | Christian Fellowship Congregational Church. 1601 Kelton Road, San Diego, CA 92114 | The United African American Ministerial Action Council invites you to attend the Public Safety Expo with participation of the San Diego Fire Rescue Department and the San Diego Police Department. For more information contact Officer Troy White at 619-515-2700.
- **Admit One College Prep Academy** | Tuesday, October 14th to Thursday, November 6th, 2014 | San Diego Central Library. 330 Park Blvd, San Diego, CA 92101 | The San Diego Public Library is offering a free comprehensive college admissions workshop to high school students. Application available at your local San Diego Public Library branch. For more information: 619-238-6684 and SDLBAcademy@sandiego.gov.
- **Historical Community Celebration Honoring Dr. Charles Ogletree** | Wednesdays, October 15th | 6:00 p.m. | Christian Fellowship Congregational Church. 1601 Kelton Road, San Diego, CA 92114 | Join the Celebration Honoring Dr. Charles Ogletree, recognized as one of the first mentors to President Obama and First Lady Michelle Obama.
- **The Family Arts & Literacy Connection Series** | Thursday, October 16th, 2014 | 6:30-8:00 p.m. | Ray & Joan Kroc Corps Community Center. 6845 University Avenue, San Diego, CA 92115 | FREE Family Arts and Literacy Lights. Enjoy a performance by Mariachi Estrellas de Chula Vista and participate in a visual arts project and take home a copy of Frida by Jonah Winter. All programs will take place on Thursdays evenings October 16, November 20, January 29, 2015, February 26, 2015, March 26, 2015 and May 16, 2015.
- **Sunset On the Bay** | Thursday, October 16th, 2014 | 5:30-8:30 p.m. | Bali Hali Restaurant on Shelter Island. 2230 Shelter Island Drive, San Diego, CA 92106 | The Urban Corps of San Diego County invites you to join the 25 years celebration of contribution to San Diego's youth and community.
- **Unity in the community: Social Justice Roundtable** | Thursday, October 16th, 2014 | 6:30 p.m. | St. Stephen's Cathedral Church of God in Christ. 5825 Imperial Avenue, San Diego, CA 92114 | The public is invited to attend and participate. Panelists include, Councilmember Myrtle Cole, District Attorney Bonnie Dumanis, Doctor Rodney Hood, Chief Shelley Zimmerman, Attorney Lei-Chala Wilson and Trustee Marne Foster. Moderator Dr. Charles Ogletree. Free Admission.
- **Pre-Holiday Beautification Day** | Saturday, October 18th, 2014 | 8:00 a.m. - 1:00 p.m. | Meet at Woodman St. & Appian Drive, San Diego, CA 92139 | Pre-Holiday Beautification Day to clear trash and weeds, improve landscaping, plant succulents and drought resistant plants. Tools, water and snacks will be provided. Hours qualify as credit toward community service. RSVP at 619-251-6965 and bay.terrace92139@gmail.com.



EL MENSAJE SEMANAL DE LA REGIDORA MYRTLE COLE
8 DE OCTUBRE
202 C STREET, 10TH FLOOR SAN DIEGO, CA 92101
(619) 236-6644

Orgullosamente Representando:

Alta Vista, Broadway Heights, Chollas View, Emerald Hills, Encanto, Greater Skyline Hills, Jamacha, Lincoln Park, Lomita Village, North Bay Terraces, Oak Park, O'Farrell, Paradise Hills, Redwood Village, Rolando Park, South Bay Terraces, Valencia Park, Webster

El Mensaje de Myrtle

Queremos un Distrito 4 de Calidad

Trabajo contantemente para que tengamos acceso a oportunidades de calidad en el Distrito 4, ya sea a favor del acceso a alimentos de calidad, espacios comerciales de calidad, trabajos de calidad o vivienda a bajo costo. Esta semana en el Cabildo, mis colegas y yo en un espíritu de colaboración votamos (7-1) a favor de avanzar en el tema de vivienda a bajo costo. Sabíamos que algo teníamos que hacer para detener la falta de vivienda a bajo costo y su vez incentivar el desarrollo comercial.

La tarifa de la mano de obra del sector vivienda es un pago único que realizan los desarrolladores. Conforme el desarrollo comercial incrementa, también la demanda de vivienda a bajo costo incrementará para aquellas personas que ganan salarios mínimos y bajos. La tarifa asegurará que los desarrolladores paguen el precio justo por el impacto que sus desarrollos causen a la Ciudad.

Las ganancias generadas serán destinadas al Fondo de Vivienda de la Ciudad de San Diego. Los recursos del Fondo son utilizados para construir viviendas de calidad y a bajo costo. Por cada dólar invertido en el desarrollo de vivienda a bajo costo, la Ciudad de San Diego recibirá \$30 dólares en inversión privada. Por cada unidad de vivienda construida, se crearán 2.1 empleos en San Diego. Esta tarifa no había sido ajustada desde 1996.

Mi oficina se sentó a negociar con ambas partes para llegar a un compromiso basado en datos duros, lo cual generará más de \$3 millones de dólares adicionales en los próximos 5 años. Aún hay mucho trabajo por hacer, pero este es un buen inicio. Quiero agradecer a mis colegas del Cabildo por apoyar este esfuerzo. Como Vice-presidenta del Comité de Desarrollo y Uso de Suelo, seguiré trabajando para nuestras comunidades. Estos son algunos de los cambios al Código Municipal aprobados por el Cabildo al Código Municipal.

- A partir del 1 de Enero del 2015 y durante los próximos tres años, la tarifa incrementará de a un 100%, hasta llegar al nivel de 1990.
- La tarifa no será transitoria
- Los desarrollos de manufactura, bodegas y hospitales sin fines de lucro quedarán exentos para fines de desarrollo económico.
- No se harán ajustes a la tarifa para fines de investigación y desarrollo de construcción.
- La tarifa no será modificada anualmente en correlación con el índice de costo de construcción.



The Fourth District's Premier Career Center
 South Metro Career Center | 4389 Imperial Avenue | San Diego, CA 92113
 (619) 266-4200 | <http://www.metrocareercenters.org/>

Adecco <http://www.indeed.com/jobs?q=adecco&l=San+Diego%2C+CA>
NEW American Red Cross (Health & Safety Inspector) <http://www.indeed.com/jobs?q=american+red+cross&l=San+Diego%2C+CA>
 AMN Healthcare <http://www.indeed.com/jobs?q=AMN+Healthcare&l=san+diego>
 Bank of America Jobs in San Diego <http://www.indeed.com/q-Bank-of-America-l-San-Diego,-CA-jobs.html>
 CACI International Inc. <http://www.indeed.com/jobs?q=CACI+International+Inc.&l=San+Diego%2C+CA>
 California State Personnel Board <http://www.indeed.com/jobs?q=california+state+personnel&l=San+Diego%2C+CA>
 City of Coronado <http://agency.governmentjobs.com/coronado/default.cfm>
NEW City of Chula Vista <http://agency.governmentjobs.com/chulavista/default.cfm>
NEW City of Del Mar (<http://www.delmar.ca.us/jobs.aspx?jobID=9>)
 City of El Cajon <http://agency.governmentjobs.com/elcajon/default.cfm>
 City of La Mesa <http://agency.governmentjobs.com/lamesa/default.cfm>
 City of National City <http://agency.governmentjobs.com/nationalca/default.cfm>
 City of National City (Food Services Worker) <http://www.nationalcityca.gov/jobs>
 City of National City (Library Assistant) <http://www.nationalcityca.gov/jobs>
 City of Poway <http://agency.governmentjobs.com/poway/default.cfm>
 City of San Diego www.sandiego.gov/empopp/
NEW County of San Diego (Cashier) <http://agency.governmentjobs.com/sdcounty/default.cfm>
NEW County Of San Diego (Certified Nurse Practitioner) <http://agency.governmentjobs.com/sdcounty/default.cfm>
 Cox Communications <http://www.cox.com/aboutus/careers/search-jobs.cox>
NEW CSU San Diego <http://www.indeed.com/jobs?q=csu+san+diego&l=San+Diego%2C+CA>
NEW DEA (Criminal Investigator-Special Agent) <http://www.usajobs.gov/GetJob/ViewDetails/379582400>
 Department of Veteran Affairs <http://www.indeed.com/jobs?q=department+of+veteran+affairs&l=San+Diego%2C+CA>
 Family Health Centers of San Diego <https://jobs-fhcsd.icims.com/jobs/intro>
 Geico <http://www.indeed.com/jobs?q=geico&l=San+Diego%2C+CA&from=vj>
NEW General Atomics <http://www.indeed.com/jobs?q=general+atomics&l=San+Diego%2C+CA>
 Heritage Senior Care http://www.heritagekeepers.net/senior_care_employment.php
 Hilton San Diego Bayfront <http://jobs.hiltonsandiegobayfront.com/jobs>
 HP Jobs in San Diego <http://www.indeed.com/jobs?q=hp&l=San+Diego%2C+CA>
NEW IKEA (Recovery Team Leader) <http://www.indeed.com/jobs?q=ikea&l=San+Diego%2C+CA>
 Indeed San Diego <http://www.indeed.com/jobs?q=&l=San+Diego%2C+CA&from=vj>
NEW KUSI-TV (Human Resources) Email resume to sluck@kusi.com or fax resume to (858)505-5099
 Kaiser Permanente <http://www.indeed.com/q-kaiser-permanente-l-San-Diego,-CA-jobs.html>
 MANPOWER <http://www.indeed.com/jobs?q=MANPOWER&l=san+diego>
 MTS http://www.sdmts.com/HR/MTS_HR.asp
NEW NAF Regional (Child & Youth Program Assistant Director) <http://navylifesw.com/sandiego/about/jobs/>
 NASSCO <http://www.indeed.com/jobs?q=NASSCO&l=san+diego>
 Navy Exchange Service Command https://www.mynavyexchange.com/work4us/types_of_careers.html
 Nordstrom's <http://www.dreamjobber.com/jobs/landing.jsp?job=Nordstrom&SID=5388400>
 Otay Water District <http://agency.governmentjobs.com/otay/default.cfm>
NEW Pasadena City College (Intermediate Clerk II) http://www.pasadena.edu/Files/Events/19420_File.pdf
NEW Pasadena City College (Acting Coordinator) http://www.pasadena.edu/Files/Events/21259_File.pdf
 Petco Park <http://www.indeed.com/jobs?q=petco+park&l=San+Diego%2C+CA>
 Pet Smart <http://www.indeed.com/jobs?q=company%3A%22PetSmart%22&l=San+Diego%2C+CA&from=vj>
 Port of San Diego <http://agency.governmentjobs.com/portofsd/default.cfm>
 Rady's Children's Hospital <http://www.indeed.com/q-radys-childrens-hospital-l-San-Diego-jobs.html>
 Safeway <http://www.indeed.com/jobs?q=Safeway&l=san+diego%2C+ca&from=vj>
 SANDAG <http://www.sandag.org/index.asp?fuseaction=jobs.openings>
 San Diego Futures Foundation TechWORKS (Adult Program) <http://sdfutures.org/programs/techworks>
 San Diego Futures Foundation IT Technician Pathway (Youth Program) <http://sdfutures.org/programs/it-technician-pathway>
NEW San Diego County Regional Airport Authority <http://agency.governmentjobs.com/sdairport/default.cfm>
 San Diego Metro Career Center <http://www.metrocareercenters.org/>
 San Diego Police Department Recruitment (SDPD) NOW HIRING www.joinSDPDnow.com
 San Diego Unified School District <http://www.indeed.com/jobs?q=San+Diego+Unified+School+District>
 San Diego Workforce Partnership Jobs <http://workforce.org/career-centers>
 San Diego Zoo Safari Park <https://www.hrapply.com/sandiegozoo/Setup.app>
 SCRIPPS Careers http://www.scripps.org/about-us__careers
NEW Sheraton (Engineering, Housekeeping, Culinary) www.sheraton.jobs/sandiegomarina
 Sharp Healthcare <https://jobs.sharp.com/adhocjobsearch.asp>
 Sodexo <http://sodexousa.com/user/careers/find-job/Search-Jobs/search-jobs.aspx>
NEW Transdev (Bus operator) <https://hourlytalent-veolia.icims.com>
 UPS <http://jobs-ups.com/>
 Wells Fargo <http://www.indeed.com/jobs?q=wells+fargo&l=San+Diego%2C+CA>
 YMCA www.ymca.org/jobs