



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
- Webster

Public Safety and Livable Neighborhoods Committee

The Issue of Racial Profiling Weighs Heavy on My Heart

During the Public Safety and Livable Neighborhoods Committee meeting on February 26th, Chief Shelley Zimmerman shared traffic stops data collected by police officers that was very troubling to me. As a former Police Lieutenant, I know that we have some of the finest men and women in blue in the nation. However, we also have an opportunity to make some real improvements to community policing strategies.

The statistics released last week suggest that African American and Latino drivers are more likely to be pulled over than drivers of other races, and once stopped are more likely to be searched. This data suggests that we have a problem.

The issue of racial profiling weighs heavy on my heart. Of 144,164 traffic stops in 2014, Latino drivers represented 30.2% and African Americans 11.2%, compared to census data that Latinos are 27% of San Diego's adult population and African Americans represent only 5.5%. Of the 7,142 drivers who were searched, 40.1% were Latinos and 23.4% were African Americans.

I know this is a tough subject but we need to continue addressing it and continue to talk about it until the suggestion of racial profiling by the data is eliminated within the San Diego Police Department.



Connect with Myrtle
Twitter: @CD4Myrtle Cole
Facebook: <https://www.facebook.com/councilmembermyrtlecolecd4>



Contact Information
Address: 202 C Street, 10th Floor | San Diego, CA 92101
Office: (619) 236-6644
Email: cd4news@sandiego.gov
Website: www.sandiego.gov/citycouncil/cd4/

- 📍 **Good News: Chollas Lake Park Playground Improvements are coming!** This includes two new playgrounds with equipment, rubberized playground surfacing, accessible path of travel, picnic tables, park benches, and more.
- 📍 **Kudos to the Broadway Heights Community Council** and the youth volunteers. Together, they gave away enough food for 260 community members and over 76 families! Grid Alternatives Solar sign-up and SDG&E provided energy hand-outs and water saving shower heads. Community members came from all parts of our community to receive the fresh fruits and veggies.
- 📍 **Opportunity is here!** Jacobs Center for Neighborhood Innovation (JCNI) is inviting proposals from community-based organizations or other entities that are able to perform a short-term trash and debris cleanup project on designated portions of JCNI owned property in and around Chollas Creek. For more information, please see page 5B.
- 📍 **What people are saying...** from the cd4news@sandiego.gov mailbox:
 - ✓ "I drove the Willie Jones Avenue area and it is very clean." – Deacon Ed Lynds
 - ✓ "Wow, this is great data for us small business owners. Thanks." - Kelly Elmore, MD MBA (In response to the Economic Development Bus Tour and Retail Analysis Study.)
 - ✓ "Hi, I live in the area on Brooklyn. One idea that I have to bring more business into the community is to upgrade and expand the current shopping mall that we have in the community." – Charles Brown
 - ✓ "Wow, what a cool newsletter. Kudos!" - Tony Daysog, Alameda City Councilmember

Photo Gallery from Social Media

"This issue of racial profiling weighs heavy on my heart."

- Councilmember Myrtle Cole, former Police Lieutenant



"I've said this before and I will keep saying it. Mothers and children should not have to walk in the middle of the street to get to our beautiful Malcolm X Library. We need sidewalks on Market Street."

- Councilmember Myrtle Cole



Public Safety & Livable Neighborhoods Committee



Budget and Government Efficiency Committee

Infrastructure Improvement Priority

Councilmember Cole in Action | Whether it was tackling traffic stop data & racial profiling with Police Chief Shelley Zimmerman, dispelling myths about the 4th District's purchasing power and crime rate, or advocating for sidewalks on Market Street, Councilmember Cole was making the voices of our communities heard at City Hall.



"I want to highlight the Economic Development Bus Tour of the Fourth Council District. I am dispelling the myths that we don't have dollars to spend and we have too much crime. We have a purchasing power of \$1.9 Billion and the 3rd lowest overall crime rate."

- Councilmember Myrtle Cole

Chair, Economic Development & Intergovernmental Relations Committee



Economic Development Priority



Economic Development & Neighborhood Revitalization, Public Safety, Infrastructure Improvements, and Quality Jobs are my top priorities.

I'm making the voices of our neighborhoods heard at City Hall.

Councilmember Myrtle Cole
"Getting Things Done!"



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

- **March 6:**
 - Friday District Office Hours | 10:00 a.m. – 2:00 p.m. | Tubman Chavez Community Center. 415 Euclid Avenue, San Diego, CA 92114 | No appointment necessary.
- **March 9:**
 - San Diego City Council Meeting | 2:00 p.m. | City Administration Building. 202 C Street, San Diego, CA 92101.
- **March 10:**
 - San Diego City Council Meeting | 10:00 a.m. and 2:00 p.m. | City Administration Building. 202 C Street, San Diego, CA 92101.
- **March 11:**
 - Infrastructure Committee | 2:00 p.m. - 5:00 p.m. | City Administration Building, 12th Floor. 202 C Street, San Diego, CA 92101

Upcoming Community Meetings

- **March 5:**
 - Paradise Hills Recreation Council | 6:00 p.m. – 7:00 p.m. | Paradise Hills Recreation Center. 6610 Potomac Street, San Diego, CA 92139 | Community Representative: Luis Natividad, lnatividad@sandiego.gov.
 - Oak Park Community Council | 7:00 p.m. – 8:00 p.m. | Oak Park Elementary, Auditorium 2606 54th Street, San Diego, CA 92105 | Community Representative: Jimmie Slack, jslack@sandiego.gov.
- **March 9:**
 - Southeastern Planning Committee | 6:00 p.m. – 7:00 p.m. | Neighborhood House Association. 841 S. 41st Street, San Diego, CA 92113 | Community Representative: Luis Natividad, lnatividad@sandiego.gov.
 - Redwood Village Community Meeting | 7:00 p.m. – 8:30 p.m. | Darnell Charter School. 6020 Hughes Street, San Diego, CA 92115 | Community Representative: Jimmie Slack, jslack@sandiego.gov.
 - Rolando Park Community Council | 7:00 p.m. – 8:00 p.m. | Rolando Park Elementary School. 6620 Marlowe Drive, San Diego, CA 92115 | Community Representative: Jimmie Slack, jslack@sandiego.gov.
 - Jamacha Community Council | 7:00 – 8:00 p.m. | Trinity Lutheran Church. 7210 Lisbon Street, San Diego, CA 92114 | Community Representative: Luis Natividad, lnatividad@sandiego.gov.
- **March 10:**
 - Emerald Hills Neighborhood Council | 6:00 p.m. – 7:00 p.m. | Johnson Elementary. 1355 Kelton Road, San Diego, CA 92114 | Community Representative: Monica Montgomery, mmontgomery@sandiego.gov
 - Eastern Area Planning Committee | 7:00 p.m. – 8:00 p.m. | Holy Spirit Catholic Church. 2755 55th Street, San Diego, CA 92105 | Mathew Gordon, gordonm@sandiego.gov.
 - Rosemont Town Council | 9:00 a.m. – 10:00 a.m. | Location TBD | Community Representative: Mathew Gordon, gordonm@sandiego.gov.
 - Skyline – Paradise Hills Planning Committee | 7:00 p.m. – 8:00 p.m. | Paradise Hills Recreation Center. 6610 Potomac Street, San Diego, CA 92139 | Community Representative: Luis Natividad, lnatividad@sandiego.gov.

Calendar of Events

- **March San Diego Public Library Calendar of Events** | Please visit www.sdpl.bwcs-hosting.com to learn about the free workshops and cultural events the San Diego Public Library hosts every month.
- **Guam Survivors of WWII Reunion** | Friday, March 6 | 10:00 a.m. – noon | 334 Willie James Jones Ave. San Diego, CA 92102 | Chamorro Month Kick-off Celebration Month in San Diego.
- **San Diego Dances in Logan Heights** | March 6-8 | Bread & Salt Arts Center. 1955 Julian Ave. San Diego, CA 92113 | The PGK Dance Project presents dynamic world-class dance performances and live music. For more information and tickets, please visit: www.thepgkdanceproject.org
- **Assemblymember Weber presents the Annual Salute to Women Leaders** | Sunday, March 8 | 3:00 p.m. – 5:00 p.m. | Elementary Institute of Science. 608 51st Street, San Diego, CA 92114 | Honoring women who live, work or attend school in the 79th District. RSVP at lashae.collins@asm.ca.gov.
- **How to do business with SDWP** | Tuesday, March 17 | 10:00 a.m. – 11:00 a.m. | America's Job Center of California. 924 E. Main Street, El Cajon, CA 92021 | San Diego Workforce Partnership invites businesses, service providers, nonprofits and other interested community member to attend this training and technical assistance session. To register visit: www.surveymonkey.com/s/Q5PYJZQ?utm_source=Procurement+Event+%233+and+%234&utm_campaign=March+2015+Procurement+Events&utm_medium=email

-Events Continued on Page 5B-



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/>

NEW Adecco <http://www.indeed.com/jobs?q=addecco+&l=San+Diego%2C+CA>
NEW American Red Cross <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>
AMSEC Trades www.huntingtoningalls.com/careers
Bank of America <http://www.indeed.com/q-Bank-of-America-l-San-Diego,-CA-jobs.html>
NEW California State Personnel Board <http://www.indeed.com/jobs?q=california+state+personnel&l=San+Diego%2C+CA>
California Department of Corrections Apply in-person Monday January 26, 201 at 1PM at the South County Career Center
City of Coronado <http://agency.governmentjobs.com/coronado/default.cfm>
City of Chula Vista <http://agency.governmentjobs.com/chulavista/default.cfm>
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>
NEW City of National City <http://agency.governmentjobs.com/nationalca/default.cfm>
NEW City of San Diego www.sandiego.gov/empopp/
NEW County of San Diego <http://agency.governmentjobs.com/sdcounty/default.cfm>
Continental Maritime of San Diego <http://www.indeed.com/jobs?q=continental+maritime&l=san+diego+ca>
NEW Cox Communications <http://www.cox.com/aboutus/careers/search-jobs.cox>
NEW Department of Veteran Affairs <http://www.indeed.com/jobs?q=department+of+veteran+affairs&l=San+Diego%2C+CA>
Encore Capital Group <http://encore-jobs.com/>
Family Health Centers of San Diego <https://jobs-fhcsd.icims.com/jobs/intro>
FedEx <http://www.indeed.com/jobs?q=fedex&l=San+Diego%2C+CA>
General Atomics <http://www.indeed.com/jobs?q=general+atomics&l=San+Diego%2C+CA>
Geico <http://www.indeed.com/jobs?q=geico&l=San+Diego%2C+CA&from=vj>
HD Supply <http://www.indeed.com/jobs?q=hd+supply&l=San+Diego%2C+CA>
Helix Water District www.hwd.com
Heritage Senior Care http://www.heritagekeepers.net/senior_care_employment.php
Hilton <http://www.indeed.com/jobs?q=hilton&l=San+Diego%2C+CA>
NEW Hotel Del Coronado <http://www.hospitalityonline.com/jobs/610934-conference-sales-manager>
Holiday Inn <http://www.indeed.com/jobs?q=holiday+inn&l=La+Mesa%2C+CA&from=vj>
Hyatt Regency www.LaJolla.Hyatt.com
Humana <http://www.indeed.com/jobs?q=humana&l=san+diego+ca>
Indeed San Diego <http://www.indeed.com/jobs?q=&l=San+Diego%2C+CA&from=vj>
NEW Kaiser Permanente <http://www.indeed.com/q-kaiser-permanente-l-San-Diego,-CA-jobs.html>
NEW Macy's Inc http://www.eyworkforceservices.com/job-posting.cfm?CBO_ID=4882&CLIENT_ID=7&JOB_ID=643639
MANPOWER <http://www.indeed.com/jobs?q=MANPOWER&l=san+diego>
Metro San Diego Jobs www.metro-sandiegojobs.com
NEW MTS http://www.sdmts.com/HR/MTS_HR.asp
NASSCO <http://www.indeed.com/jobs?q=NASSCO&l=san+diego>
NEW Nordstrom's <http://www.dreamjobber.com/jobs/landing.jsp?job=Nordstrom&SID=5388400>
Northrop Grumman <http://www.indeed.com/jobs?q=northrop+grumman&l=San+Diego%2C+CA>
Pasadena City College http://www.pasadena.edu/Files/Events/19420_File.pdf
Public Consulting Group <http://www.jobs.net/jobs/public-consulting-group>
Point Loma Nazarene University <http://www.indeed.com/jobs?q=point+loma+nazarene&l=San+Diego%2C+CA>
Rady's Children's Hospital <http://www.indeed.com/q-radys-childrens-hospital-l-San-Diego-jobs.html>
NEW Safeway <http://www.indeed.com/jobs?q=Safeway&l=san+diego%2C+ca&from=vj>
SANDAG <http://www.sandag.org/index.asp?jobid=383&fuseaction=jobs.detail>
NEW San Diego Housing Commission <http://agency.governmentjobs.com/sdhc/default.cfm>
San Diego Metro Career Center <http://www.metrocareercenters.org/>
NEW San Diego Police Department Recruitment (SDPD) NOW HIRING www.joinSDPDnow.com
San Diego Regional Airport Authority <http://agency.governmentjobs.com/sdairport/default.cfm>
San Diego Workforce Partnership Jobs <http://workforce.org/career-centers>
NEW San Diego Zoo <https://www.hrapply.com/sandiegozoo/Setup.app>
SCRIPPS Careers http://www.scripps.org/about-us__careers
Sempre Energy <http://www.indeed.com/jobs?q=sempre&l=San+Diego%2C+CA>
NEW Sharp Healthcare <https://jobs.sharp.com/adhocjobsearch.asp>
NEW Sheraton San Diego www.sheraton.jobs/sandiegomarina
Sodexo <http://sodexousa.com/usen/careers/find-job/Search-Jobs/search-jobs.aspx>
TJX Companies <http://www.indeed.com/jobs?q=tjx+companies&l=San+Diego%2C+CA>
NEW UCSD <http://www.indeed.com/jobs?q=ucsd&l=San+Diego%2C+CA>
Union Bank <http://www.indeed.com/jobs?q=union+bank&l=San+Diego%2C+CA&from=vj>
UPS <http://jobs-ups.com/>
NEW Wells Fargo <http://www.indeed.com/jobs?q=wells+fargo&l=San+Diego%2C+CA>
YMCA www.ymca.org/jobs



**EL MENSAJE SEMANAL DE LA REGIDORA MYRTLE COLE
4 DE MARZO**

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

Comité de Seguridad Pública y Comunidades Habitables

Discriminación racial es un tema que toca en lo más profundo de mi corazón

Durante la reunión mas reciente del Comité de Seguridad Publica y Comunidades Habitables el pasado 26 de Febrero, la Jefa de Policía Shelley Zimmerman compartió datos en los que se muestran el número de detenidos a causa de infracciones de tránsito. Reconozco que hay hombres y mujeres excepcionales sirviendo como policías. Sin embargo, hay oportunidad de mejorar esta instrucción su estrategia comunitaria.

Las estadísticas demuestran que los conductores afroamericanos y latinos son más propensos a ser detenidos, y al ser detenidos, están expuestos a ser revisados. Las cifras son claras, tenemos un problema.

La discriminación racial es un tema que toca en lo más profundo de mi corazón. De las 144,164 detenciones en el 2014, 30% fueron conductores latinos, 11.2% afroamericanos, en contraste, la población latina en San Diego representa un 27% y afroamericana 5.5%. De los 7,142 conductores que fueron revisados de manera exhaustiva, 40.1% son latinos y 23.4% afroamericanos.

Sé que este es un tema delicado, pero debemos continuar trabajando en el, continuar el dialogo hasta que estos números disminuyan.



More Fourth District Events & Meetings

- **First-time homebuyers workshop** | Thursday, March 19 | noon | County Administration Building. 1600 Pacific Highway, San Diego 92101 | Attend the San Diego City-County Reinvestment Task Force to learn about specialized programs and loan products for low and moderate income first-time homeowners.
- **City of San Diego Free Community Cleanup & Recycling Event** | Saturday, March 21 | 8:00 a.m. – 1:00 p.m. | Qualcomm Stadium | Accepting electronics, junk furniture, mattresses and other bulky items. For more information please call 858.694.7000.
- **Webster Neighborhood Cleanup Saturday Sweep!** | Saturday, March 21 | 10:00 a.m. – 1:00 p.m. | Meet in front of the Webster Elementary School | A Healthy and clean Webster starts with YOU! Refreshments will be served for volunteers. For more information please call: 619.823.9900.
- **FLEX IT! My Body My temple** | Saturday, March 21 | 4:00 p.m. – 10:00 p.m. | Jacobs Center for Neighborhood Innovation. 404 Euclid Ave. San Diego. CA 92114. | Join the San Diego Art Institute in a day-long series of performances and screening videos to engage audiences in a healthy lifestyle.
- **Meet a Recruiter: SDPD is Hiring Police Officers & Dispatchers** | Friday, March 27 | noon – 2:00 p.m. | Malcolm X Library. 5148 Market Street, San Diego CA 92114 | Join the San Diego Police Department is Hiring Police Officers and Dispatchers. Join the team!
- **April San Diego Public Library Calendar of Events** | Please visit www.sdpl.bwcs-hosting.com to learn about the free workshops and cultural events the San Diego Public Library hosts every month.
- **Lao New Year Festival** | Saturday, April 4 | 8:00 a.m. – 6:00 p.m. | Jacobs Center for Neighborhood Innovation. 404 Euclid Ave. San Diego. CA 92114. | The festival will showcase Lao classical and folk dances. Visit www.laocommunity.org for more information.
- **Community Business Incubator Benefit Concert and Fundraiser** | Saturday, April 4 | 7:00 p.m. | 98 Bottles. 2400 Kettner Blvd. #110, San Diego, CA 92102 | Please join the CBI for an intimate fundraiser experience. Register visit: www.events.r20.constantcontact.com/register/event?oeidk=a07eag4i7md857a7275&llr=juenffcab
- **Tyler's Suite by the San Diego Gay Men's Chorus** | Thursday, April 7 | 6:00 p.m. | Jacobs Center for Neighborhood Innovation. 404 Euclid Ave. San Diego. CA 92114. | Join the San Diego Gay Men's Chorus on their free 30th anniversary celebration. Visit www.sdgm.com for more information.
- **15th Annual Youth Explosion "Who Am I? My True Identity"** | April 15-17 | 7:00 p.m. | Mt. Olive Church of God in Christ. 4907 A Street, San Diego, CA 92102 | Changing the heart, mind and soul of our youth through a fresh word, life worship and creative arts.

SPECIAL SPOTLIGHT | Jacobs Center Short-term Project for Youth (Continued from Page 2): JCNI is inviting proposals from community-based organizations or other entities that are able to perform a short-term trash and debris cleanup project on designated portions of JCNI owned property in and around Chollas Creek. The primary goal is to select a contractor to remove garbage and debris prior to the groundbreaking event for the Northwest Village Creek Restoration Project. The secondary goal of the project is to engage with entities who provide workforce opportunities or other educational supports to neighborhood residents and who can use this project to assist to carry out their work. The objectives are to connect the Northwest Village Creek Restoration Project to human development programs in order to support neighborhood residents with training and educational opportunities. This includes opportunities to increase soft-skills, build work history, and assist to create stewardship amongst neighborhood residents for the Chollas Creek Watershed.

The following steps* will occur as part of this RFQ application process:

RFQ Released: Monday, March 2, 2015

Respondent Workshop and Creek Tour: JCNI 404 Euclid, 1st Floor Community Room - Friday March 6, 2015 at 1pm – RSVP Khenwood@JacobsCenter.org

Application Deadline: Wednesday, March 11, 2015 at 5pm Pacific Time

Application Review: March 12, 2015 – March 13, 2015

Applicant Selected: March 16, 2015

Contract Executed: March 18, 2015

Work Completion Date: Phase I - March 31, 2015. Phase II – April 2015 -Start date is flexible.

*Note: subject to change per the discretion of JCNI

Any questions regarding this solicitation should be emailed to Kelly Henwood Khenwood@JacobsCenter.org. In addition questions can be brought to the Respondent Workshop and Creek Tour held Friday March 6, 2015 at 1pm – 1st Floor Community Room - JCNI 404 Euclid, San Diego, CA 92114.