

DATE ISSUED: November 24, 2004

REPORT NO. 04-252

ATTENTION: Honorable Mayor and Members of the City Council
Docket of November 30, 2004

SUBJECT: Annual PAC Elections for College Community, City Heights,
and North Bay

SUMMARY:

Issue - Should the City Council ratify the 2004 PAC Election results for College Community, City Heights, and North Bay?

City Manager's Recommendation - Ratify the PAC Election Results for College Community, City Heights, and North Bay.

Fiscal Impact - None. Administration of each PAC is funded through the Redevelopment Agency Annual Project Budget.

Environmental Impact - This activity is not a "project" and is therefore exempt from CEQA pursuant to the State CEQA Guidelines Section 15060 (c) (3).

BACKGROUND:

College Community

Formation of the fourteen (14) member College Community PAC was authorized by the City Council on September 30, 1992 to advise the Council and Redevelopment Agency regarding adoption and implementation of the College Community Redevelopment Project. The City Council ratified the first PAC election results in November 1992, in accordance with the College Community Redevelopment Project PAC Formation Procedures. The College Community Redevelopment Project was adopted on November 30, 1993 by Ordinance No. 0-18018.

City Heights

Formation of the twenty (20) member City Heights PAC was authorized by the City Council on September 14, 1999 to advise the Council and Redevelopment Agency regarding adoption and implementation of the City Heights Redevelopment Project. The City Council ratified the first

PAC election results in October, 1999, in accordance with the City Heights Redevelopment Project PAC Formation Procedures.

North Bay

In September 1997, the City Council authorized formation of the 30-member North Bay PAC, in order to advise the Council and Redevelopment Agency on potential projects within the North Bay Redevelopment Project Area. The City Council ratified the first PAC election results in November 1997, in accordance with the North Bay PAC Formation Procedures.

DISCUSSION:

College Community

Prior to the annual 2004 PAC Election, a mass mailing notified residents and business owners within the College Community Redevelopment Project Area of the October 5th PAC Election held at the Faith Presbyterian Church on Campanile Drive. The mailing encouraged both candidates and voters to participate in the election, listed open seats, and provided residents with the date, time, and location of the event. In addition, PAC Election notices were posted in the project area and the College Community Redevelopment website was updated to include election information. The website allowed candidate registration forms to be downloaded for submittal to the Agency. Other informational items included on the website: voting requirements for election night, an election flyer, Statement of Economic Interest Forms for candidates, and sections of the Municipal Code governing the responsibilities of PAC members.

Seven of the nine PAC vacancies were filled at the Annual Election. As a result of the efforts of Agency staff, the College Community Redevelopment Project Area documented 113 voters, a College Community record. Two of the College Community PAC seats remain vacant, the Business Owner and Owner Occupant. If a potential candidate comes forward, the PAC is authorized to fill vacancies (for those positions not filled at the Annual Election) through appointment, until the next annual PAC election.

City Heights

The City Heights Redevelopment Project was adopted on May 11, 1992, by Ordinance No. 0-7768. On November 9, 2004, the City Heights PAC will conduct its Annual Election in accordance with the PAC Formation Procedures and PAC Bylaws. Five (5) PAC vacancies are available to be filled at the Annual Election. The vacant categories include: Two (2)-Residential Tenants, Two (2)-Residential Owner-Occupants, and One (1)-Business Owner whose business is located north of Polk Avenue.

The Redevelopment Agency staff has made it a priority to ensure that all residents of the City Heights Redevelopment Project Area are informed of the 2004 City Heights Project Area Committee (PAC) Election. Approximately 25,400 election notices (in both English and Spanish) and Project Area maps were mailed to all residential owner-occupants, property owners, tenants, businesses and community organizations. The mailing also included

information about the PAC, redevelopment, and existing and proposed projects for the area. In addition to the mailing, articles were published in the October 9th and October 23rd, 2004 issues of the Mid-City Journal. Additionally, the election notice (in both English and Spanish) was printed in the October 9th, 2004 issue of the Mid-City Journal. Notices (in both English and Spanish) were posted in the City Heights Library, Mid-City Community Service Center, the San Diego Community College Continuing Education Facility and the Mid-City Police Substation.

The results of the City Heights PAC Election will be presented at the November 30, 2004 Council hearing.

North Bay

The North Bay Project Area Committee had eleven vacant seats for the annual PAC Election. The vacancies were in the following categories: 1-Residential Tenant, 1-Residential Owner Occupant, 4-Business/Property Owners, 3-Community Planning Groups, and 2-Social/Civic Community Organizations.

Prior to the 2004 PAC Election, staff publicized the election by: (1) mailing announcements to all residents and business/property owners within the North Bay Area; (2) posting election information at the Peninsula Community Service Center, public library, YMCA, and other prominent locations; (3) posting election materials on the City website; and (4) contacting the Peninsula Beacon, Union-Tribune, and other print and broadcast media.

On October 26, 2004, the North Bay PAC held its Annual Election, with a record turnout of 67 voters. Of the 11 available PAC seats, two seats (residential tenant and Business/Property Owner – Mission Valley) did not have candidates and therefore remain vacant. Candidates were elected to the remaining nine seats. Of the nine people elected, two are incumbents and seven have been elected to the PAC for the first time.

In accordance with the Council's procedures regarding the formation of the College Community, City Heights, and North Bay Redevelopment Project Area Committees, City Council ratification of the Annual Election results is required.

Respectfully submitted,

Hank Cunningham
Community and Economic Development Director

Approved: Bruce Herring
Deputy City Manager

Note: Attachments are available for review in the Office of the City Clerk.

- Attachments: 1. City Clerk Memorandum College Community PAC Election
Exhibit A: College Community PAC Election Results
2. City Clerk Memorandum City Heights PAC Election
Exhibit A: City Heights PAC Election Results
3. City Clerk Memorandum North Bay PAC Election
Exhibit A: North Bay PAC Election Results