



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE ISSUED: November 15, 2006

REPORT NO.: 06-173

ATTENTION: Council President and City Council
Docket of November 21, 2006

SUBJECT: Annual Project Area Committee Election for the College Community and
North Bay Redevelopment Project Areas.

REFERENCE: Resolution No.301664, and 301665

REQUESTED ACTION:

Ratify the 2006 Project Area Committee Election results for the College Community and North Bay Redevelopment Project Areas.

STAFF RECOMMENDATION TO THE CITY COUNCIL:

Ratify the 2006 Project Area Committee Election results for the College Community and North Bay Redevelopment Project Areas.

SUMMARY:

College Community

Formation of the fourteen (14) member College Community Project Area Committee (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.

Prior to the annual College Community 2006 PAC Election, a mass mailing notified residents and business owners within the Project Area of the October 3rd 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 were 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.

Nine of the eleven PAC vacancies were filled at the Annual Election. As a result of the efforts of Agency staff, the College Community Redevelopment Project Area documented 10 voters. Two of the College Community PAC seats remain vacant, the Owner Occupant and one of the Other Community Organizations seats. 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 Council ratification of the Annual Election results is required in accordance with the Council's procedures regarding the formation of the College Community Redevelopment Project Area Committee.

North Bay

In September 1997, the City Council authorized the formation of the 30-member North Bay Redevelopment Project Area Committee in order to advise the City 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 (PAC Formation Procedures). The North Bay Redevelopment Project Area was adopted on May 18, 1998, by Ordinance No. 0-18516.

Over the last year staff has been working to publicize the North Bay PAC's numerous vacancies. Prior to the annual 2006 PAC Election staff publicized the election at the June PAC meeting. In September, election announcements were mailed to all residents and business/property owners within the North Bay Project Area. 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 throughout the project area, a press release was distributed, an ad was placed in The Peninsula Beacon, the community newspaper, for two weeks, and the North Bay Project Area website was updated to include election information. The website allowed candidate registration forms, which were also available by mail, to be downloaded from the website for submittal to the Redevelopment Agency. Other informational items that were posted on the website included: election voting requirements, an election flyer, Statement of Economic Interest forms, and sections of the Municipal Code governing the responsibilities of PAC members.

Five of the fifteen PAC vacancies were filled at the Annual Election. Ten or one-third of the North Bay PAC seats still remain vacant. These vacant seats include the Business/Property owner seats for Linda Vista, Mission Valley, Old Town, Uptown, and the At-Large Seat, all three residential tenant seats, and two community planning group seats (Clairemont Mesa and Old Town). There was interest from the Clairemont Mesa and Old Town Community Planning Group members to serve on the PAC, but the Statement of Economic Interests, Form 700, filing requirement discouraged the planning group members from pursuing the seats. Although there

has been significant outreach to publicize and attract new members to the PAC, filling all the 30-seats has been a challenge over the last few years.

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.

In accordance with the PAC Formation Procedures, the annual election results are not final until they have been ratified by the City Council.

FISCAL CONSIDERATIONS: None with this action. Administration of each PAC is funded through the Redevelopment Agency Annual Project Budget.

PREVIOUS AGENCY and/or COUNCIL ACTION: The City Council authorized staff to conduct the elections and extend the College Community (Res. No.301664) and North Bay (Res. No. 301665) PAC's an additional year on July 18, 2006.

COMMUNITY PARTICIPATION & PUBLIC OUTREACH EFFORTS: Mass mailings notified residents of each of the Project Areas encouraging both candidates and voters to participate in the election. The mailings listed the open seats while providing the date, time, and location of the event. PAC Election notices were also posted in at least four places within each of the Project Areas. Each of the Project Areas' websites were updated to inform the public about the elections as well.

ALTERNATIVE: Do not ratify the 2006 PAC Election results for the College Community and North Bay Redevelopment Project Areas.

Respectfully submitted,

Maureen Ostrye
Acting Deputy Director,
Redevelopment Division

Approved: William Anderson
Director City Planning & Community Investment

Attachments: [1. City Clerk Memorandum College Community PAC Election](#)
[2. City Clerk Memorandum North Bay PAC Election](#)