



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE REPORT ISSUED: October 21, 2008

REPORT NO: RTC-08-164

ATTENTION: Council President and Members of the City Council
Docket of November 18, 2008

ORIGINATING DEPARTMENT: City Planning and Community Investment,
Redevelopment Division

SUBJECT: Annual Elections of the City Heights, College Community, and North Bay
Redevelopment Project Area Committees

COUNCIL DISTRICT(S): 2, 3, 4, 6 & 7

STAFF CONTACT: Karina Danek, Redevelopment Division

REQUESTED ACTION:

Should the City Council ratify the results of the City Heights Redevelopment Project Area
Committee Election of October 13, 2008?

Should the City Council ratify the results of the College Community Redevelopment Project
Area Committee Election of October 7, 2008?

Should the City Council ratify the results of the North Bay Redevelopment Project Area
Committee Election of October 7, 2008?

STAFF RECOMMENDATION:

Staff recommendations are as follows:

That the City Council ratify the results of the City Heights Redevelopment Project Area
Committee Election of October 13, 2008;

That the City Council ratify the results of the College Community Redevelopment Project Area
Committee Election of October 7, 2008; and,

That the City Council ratify the results of the North Bay Redevelopment Project Area Committee
Election of October 7, 2008.

SUMMARY:

CITY HEIGHTS: Council authorized a one-year extension of the PAC and directed
Redevelopment Agency staff to notice and conduct an election for the City Heights
Redevelopment Area PAC in 2008 by Resolution No. R-304041 on September 2, 2008.

On October 13, 2008 the City Heights PAC conducted its Annual Election and meeting in accordance with the PAC Formation Procedures and PAC Bylaws. Nine vacancies were available to be filled at the Annual Election. The vacant categories included: two (2) - Residential Tenants; three (3) - Residential Owner Occupants; one (1) - Business Owner with a business located south of Polk Avenue; and, three (3) - Community Organization – At-Large representatives. All nine (9) vacancies were filled at the Annual Election.

The results of the October 13, 2008 PAC Election are listed in Exhibit A.

The Redevelopment Agency staff made it a priority to ensure that all residents of the City Heights Project Area were informed of the PAC Election. Approximately 28,500 election notices and project area maps were mailed to all property owners, tenants, businesses, and community organizations. In addition to the mailing, notices were posted in the City Heights Library, City Heights Metro Career Center, and the Albertsons grocery store.

COLLEGE COMMUNITY: Council authorized a one-year extension of the PAC and directed Redevelopment Agency staff to notice and conduct an election for the College Community Redevelopment Area PAC in 2008 by Resolution No. R-304042 on September 2, 2008.

The College Community PAC conducted its annual election and meeting in accordance with the PAC Formation Procedures and PAC Bylaws. Six vacancies were available to be filled at the annual election. The vacant categories included: one (1) - Residential Tenant; one (1) - Residential Owner Occupant; one (1) - Business Owner; one (1) – SDSU Student Representative; one (1) - Sorority Representative; and, one (1) – Representative from an Existing Community Organization.

Prior to the annual 2008 PAC Election, 800 election notices and project area maps were mailed to all residential owner-occupants, property owners, tenants, businesses and community organizations within the College Community Redevelopment Project Area announcing the October 7th PAC Election held at the Faith Presbyterian Church. 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, the College Community Redevelopment website was updated to include the election information. The website allowed candidate registration forms to be downloaded for submittal to the Agency. Other informational items available on the website included: voting requirements for election night, an election flyer and sections of the Municipal Code governing the responsibilities of PAC members.

Two of the six PAC vacancies were filled at the Annual Election. The results of the October 7, 2008 PAC Election are listed in the attached Exhibit B.

NORTH BAY: Council authorized a one-year extension of the PAC and directed Redevelopment Agency staff to notice and conduct an election for the North Bay Redevelopment Area PAC in 2008 by Resolution No. R-304043 on September 2, 2008.

The North Bay Project Area Committee had twelve vacant seats for the annual PAC Election. The vacancies were in the following categories: Residential Tenant (3); Business/Property Owners (5); Community Planning Groups and Social/Civic Community Organizations (4).

Prior to the 2008 PAC Election, approximately 7,000 election notices and project area maps were mailed to all residential owner-occupants, property owners, tenants, businesses and community organizations located in the North Bay Area; election information was posted at the Peninsula Community Service Center, the Point Loma Library and the Peninsula Police Storefront; election materials were posted on the City Website; an advertisement was placed in the Peninsula Beacon; and a press release was issued to announce the annual election.

Of the 12 available PAC seats, eight seats (one residential tenant, two community organization, and five business/property owners) did not have candidates and remain vacant. Candidates were elected to the remaining four seats. Of the four people elected, two are incumbents and two have been elected to the PAC for the first time.

The results of the October 7, 2008 PAC Election are listed in Exhibit C.

FISCAL CONSIDERATIONS:

None. Administration of the Project Area Committee is funded through the Redevelopment Agency Annual Project Budget.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

On September 2, 2008, Council authorized a one-year extension of the PAC and directed Redevelopment Agency staff to notice and conduct an election for the City Heights Redevelopment Project Area PAC by Resolution No. R-304041, for the College Community Project Area PAC by Resolution No. R-304042, and for the North Bay Redevelopment Project Area PAC by Resolution No. R-304043.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

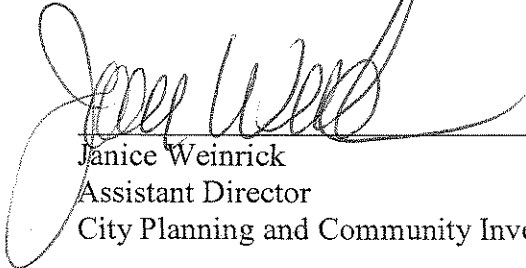
City Heights: Approximately 28,500 election notices and project area maps were mailed to all residential owner-occupants, property owners, tenants, businesses and community organizations. Notices were posted in the City Heights Library, City Heights Metro Career Center and the Albertsons grocery store.


College Community: Approximately 800 election notices and project area maps were mailed to all residential owner-occupants, property owners, tenants, businesses and community organizations.

North Bay: Approximately 7,000 election notices were mailed to all residential owner-occupants, property owners, tenants, businesses and community organizations. Media releases were also made available to the public. An advertisement was also placed in the Peninsula Beacon.

KEY STAKEHOLDERS:

City Heights community, College Area, Clairemont, Linda Vista, Old San Diego, Mission Valley, Midway and Pacific Corridor Highway, Peninsula, and Uptown


Janice Weinrick
Assistant Director
City Planning and Community Investment


William Anderson
Executive Chief Operating Officer
Executive Director of City Planning and
Development

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