



**SAN DIEGO CITY COUNCIL
M E M O R A N D U M**

DATE: June 13, 2005

TO: Mayor Dick Murphy and City Councilmembers
Councilmember Jim Madaffer, Chair, Public Safety and
Neighborhood Services Committee
City Manager Lamont Ewell

FROM: Councilmember Toni Atkins 
Councilmember Anthony Young 

SUBJECT: The Future of the Community and Economic Development
Department and Redevelopment in the City of San Diego

The activities of the Community and Economic Development Department have a disproportionate impact on the older, urban communities that we represent. The department has provided key services that have been critical for the revitalization of these neighborhoods through programs such as the Office of Small Business, Business Improvement Districts, the Community Parking District Program, and neighborhood revitalization and infrastructure projects.

The pending implementation of Proposition F has brought us to a position where some change to the structure of our redevelopment agency is inevitable and should be acted on by the City Council. However, we feel it would be ill-advised to reorganize, dismember or diminish our Community and Economic Development Department at the present time without a concrete plan for how the core, critical functions will continue.

The manager's proposal looks at changes to the Community and Economic Development Department and its redevelopment function from a budgetary standpoint and efficiencies. Community development and redevelopment should be viewed as a tool for revitalization, and tools to improve the quality of life for neighborhoods. To view the proposed changes as a way to reduce impacts to the General Fund is shortsighted. Rather, we see this as opportunity to look at how we can discuss the policy direction for the department and for redevelopment.

With these considerations in mind, we propose that the City Council direct the City Manager to maintain the Community and Economic Development Department in its present configuration for the first six months of the new Fiscal Year; that the Council, acting through the PS&NS Committee, guide a planning process for Redevelopment and Economic Development that will include a range of stakeholders and result in a mission-focused plan for the restructuring of the City's redevelopment and economic development functions; and that this plan be implemented in the new calendar year along with the other organizational changes triggered by the implementation of Proposition F.

By creating a more effective vehicle for our communities to realize their goals of better infrastructure, employment, housing and better quality of life, we propose a public dialogue so that whatever options we ultimately decide upon have a full public vetting.

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