



**Little Italy Association of San Diego – Neighborhood Advisory Committee
Wednesday, October 9, 2024 at 6:00pm**

**Little Italy Association Office – Conference Room (2210 Columbia Street) or via
Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/82866705018>
or call 1-669-900-6833 / Meeting ID: 828 6670 5018 / Password: 3898**

- 1. Introductions / Cynthia Adkins, Chair & Jeri Keiller, Co-Chair**
- 2. Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)**
Please keep comments directed to non-agenda items.
- 3. Minutes of the November 20, 2023 Meeting** *Action Item*
- 4. Community Reports**
SDPD, Senator Atkins' Office, Assemblywoman Boerner Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, and DCPC.
- 5. NAC Chair Update / Cynthia**
- 6. Little Italy Association Updates / Chris Gomez**
 - a. General
 - i. LIA Organization Chart
 - ii. MAD Budget & Operations Overview
 - iii. FY23 Annual Report Available
 - iv. Pressure Washing Schedule
 - v. Big Belly Waste & Recycling Receptacles
 - vi. ReportAnIssueSD.com
 - vii. We are Famiglia Campaign
 - b. Community Order
 - i. SD Rescue Mission Unhoused & Enhanced Security Services
 - ii. Civil Restraining Order
 - iii. Upcoming Ballot Prop 36: Amends Prop 47 (Minimized Some Theft & Drug Crimes to Misdemeanors)
 - iv. SB43: Expanding Involuntary Behavioral Health Treatment
 - c. Quality of Life
 - i. W. Grape & W. Hawthorn Traffic & Parking Conversions
 - ii. Implementation of AB413: 20' Visibility from Corners & Driveways
 - iii. Pedicab Noise Ordinance (Final City Council Hearing: 10/14)
 - iv. Sidewalk Vending & Busker Ordinance
 - v. Hope @ Vine Unhoused Shelter Proposal
 - d. Upcoming Events

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866
Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com
Facebook / Instagram / X: LittleItalySD ▪ TikTok: LittleItaly.SD ▪ #LittleItalySD

- i. Little Italy Mercatos – Street Closures (Every Saturday & Wednesday)
- ii. Bella Vita Fest – Street Closures (10/19 & 20)
- iii. Trick-or-Treat on India Street – Street Closures (10/27)
- iv. Our Lady of the Rosary Spaghetti Dinner (11/2)
- v. Fleet Week Navy & Marine Band Concerts (11/3 & 4)
- vi. Little Italy Tree Lighting & Christmas Village – Street Closures (12/7)

7. Chief Executive Administrator Update / Marco Li Mandri

**8. Next Meeting: First Wednesday of the Month at 6:00pm
Little Italy Association Office – Conference Room and via Zoom**

9. Adjournment

Action Item

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendaized and do not count towards Committee quorum or are allowed to vote.



Little Italy Association of San Diego – Neighborhood Advisory Committee
Monday, November 20th, 2023, 5:00 pm
Little Italy Association Office

ATTENDEES Jeri Keiller, Janet Rogers, Steve Galasso, Dave Rodger, Susan Keating, Annette Casamero,

Via ZOOM Jon Zimmerly, Cynthia Atkins, Audrey Harris, Kathleen O'Toole, Diana Bradley

PRESENTERS Marco Polo Cortes, Nino Franco, Claudia (?)

STAFF Marco Li Mandri, Chris Gomez

MINUTES

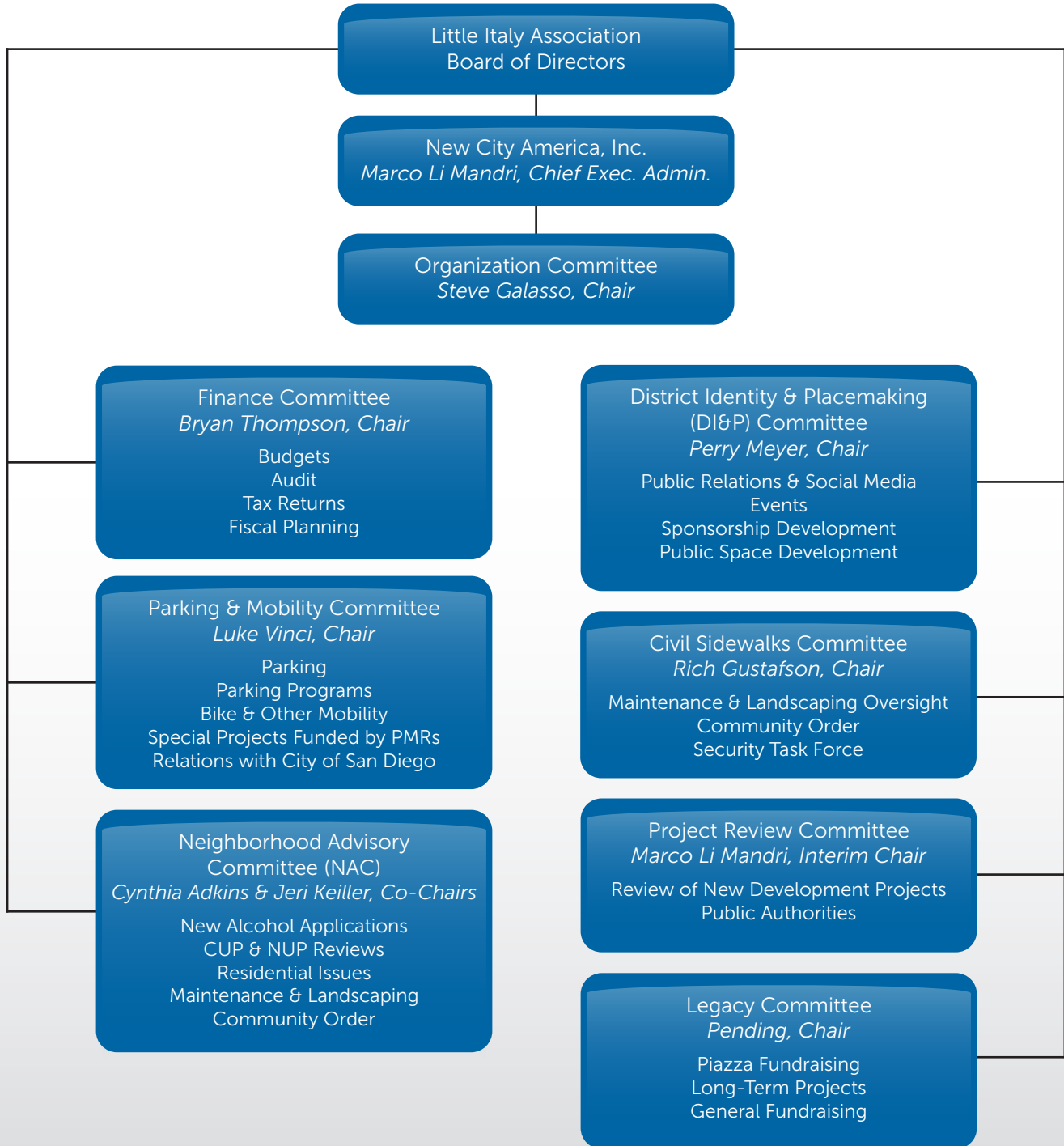
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Jeri Keiller, Chair, called the meeting together. Everyone introduced themselves	<i>No action taken</i>
2. Announcements	Jeri asked if there were any announcements, none were made	<i>No action taken</i>
3. Fisher's application for indoor music at Beech and Columbia	Nino Franco, Marco Cortes and Claudia (?) were present from Fisher's, the new restaurant at Beech and Columbia. Nino Franco mentioned that Fishers is a chain from Mexico that currently has 33 restaurants in Mexico. They are requesting to have background music, operated by a DJ only. Dancing would not be allowed. There would not be any outdoor speakers and the music would run from 10:00 a.m. to 11:30 p.m. each night day. There would not be music in the courtyard. All doors would be closed when the music is playing. The music would not exceed 55 decibels, which is the City noise code. The City has accepted their acoustical	<i>Jeri moved and Susan seconded allowing Fisher's to proceed with the background music proposal. The motion was approved unanimously.</i>

	engineering report, plus there would be no light show associated with the music. Discussion followed which included who we could call if the music was heard from the outside.	
4. Scooters	Janet Rogers, a Little Italy resident was present to give an update on the rental scooters in San Diego. She was requesting changes on the current scooter ordinance, that the companies are attempting to amend since all of the providers have left San Diego. She is putting the final touches on her amendments to the ordinance. Discussion followed.	<i>No action will be taken until there is further information.</i>
5. SD Rescue Mission Update	Chris gave an update on the Rescue Mission Services in Little Italy and how we hope to continue the program and expand it. Discussion followed	<i>No action taken</i>
6. Adjournment	7. Meeting Adjourned	7. No action taken

Minutes taken by Marco Li Mandri, Staff



**ORGANIZATIONAL CHART FOR
THE LITTLE ITALY ASSOCIATION OF SAN DIEGO,
A NON-PROFIT 501(C)(3)**

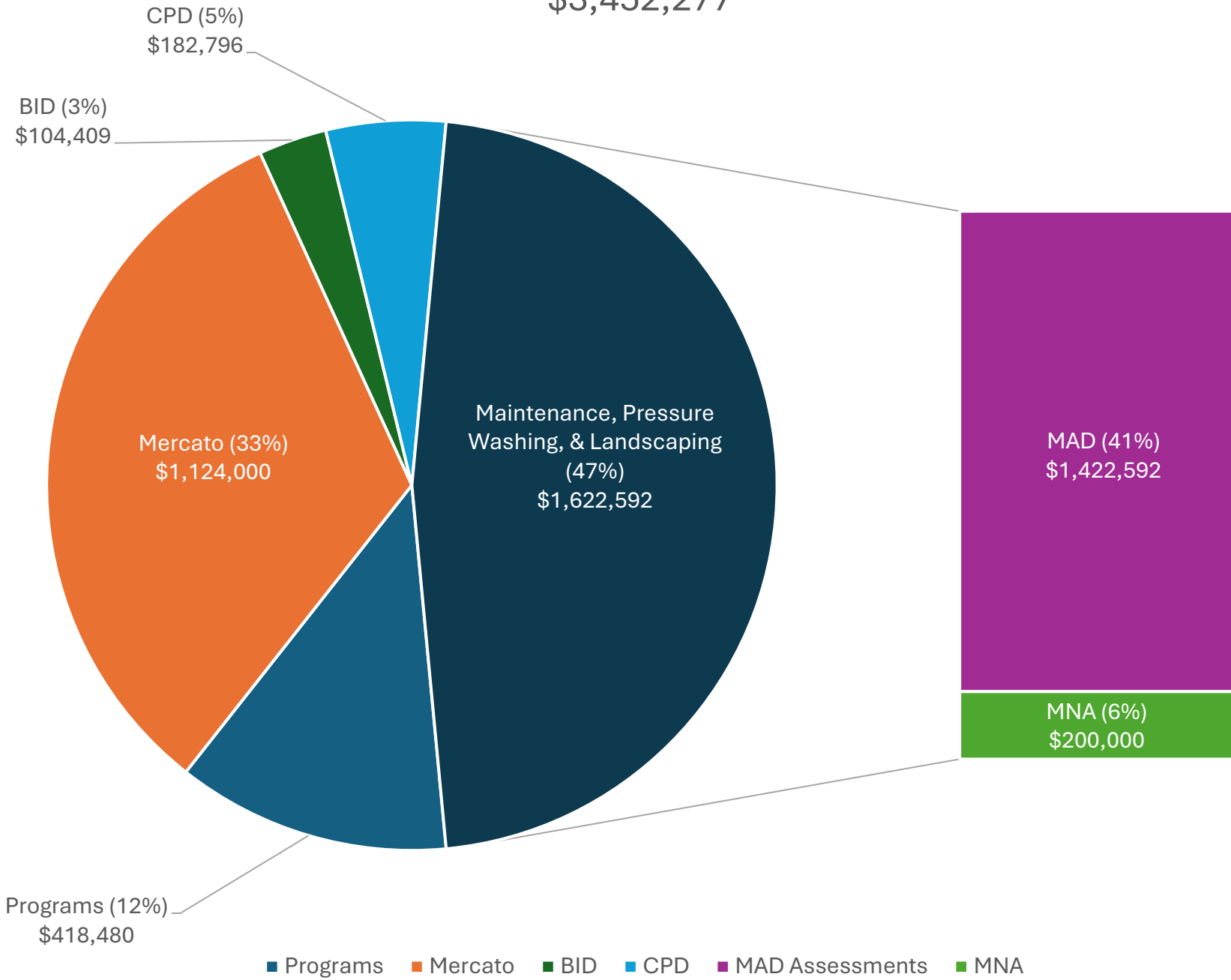




STAFF & CONTRACTOR ORGANIZATION CHART FOR THE LITTLE ITALY ASSOCIATION OF SAN DIEGO



FY25 Little Italy Association Budget \$3,452,277



Little Italy Association of San Diego
MAD Profit & Loss Budget Overview
 July 2024 through June 2025

Accrual Basis

	Jul '24 - Jun 25
Income	
MAINTENANCE DISTRICT INCOME	
MAD Assessments	1,359,750.00
MAD Assessments carry forward	4,252.52
MAD Gas Tax	4,600.00
MAD General Benefit Income	53,989.00
Total MAINTENANCE DISTRICT INCOME	1,422,591.52
Total Income	1,422,591.52
Gross Profit	1,422,591.52
Expense	
GENERAL OPERATING	
Accounting	5,500.00
Insurance	75,000.00
Total GENERAL OPERATING	80,500.00
NON-PROFIT ADMIN	
Staff Administration	60,000.00
Office Administrator	
Salary Expense	40,500.00
Total Office Administrator	40,500.00
Employee Screening Services	1,500.00
Computer Software & Service	7,000.00
Office supplies	5,000.00
Payroll Service	6,000.00
Rent	20,000.00
Repairs & Maintenance	1,000.00
Total NON-PROFIT ADMIN	141,000.00
LANDSCAPE IMPROVEMENTS & MAINT	
LANDSCAPE OPERATIONS	
Nursery & Landscape Supplies	12,000.00
Tree Supplies & Services	15,000.00
Tools & Equipment	3,000.00
Dumpster	5,000.00
Uniforms	2,000.00
Equipment Rental	2,500.00
Total LANDSCAPE OPERATIONS	39,500.00
MAD / BID OPERATIONS	
Dumpster	30,000.00
Tools & Equipment	1,500.00
Auto expenses	12,000.00
Gas & electricity	15,000.00
Gasoline	30,000.00
Equipment Rentals	1,000.00
Cell Phones / Radios	3,000.00
Water	16,000.00
Uniforms	3,000.00
Cleaning & Janitorial Supplies	35,000.00
Total MAD / BID OPERATIONS	146,500.00
PRESSURE-WASHING OPERATIONS	
Tools & Equipment	1,000.00
Pressure Washer / Water Trailer	5,000.00
Total PRESSURE-WASHING OPERATIONS	6,000.00
Landscape Crew	
Salary Expense	280,000.00
Total Landscape Crew	280,000.00

Little Italy Association of San Diego
MAD Profit & Loss Budget Overview

9

Accrual Basis

July 2024 through June 2025

	<u>Jul '24 - Jun 25</u>
Maintenance Crew	
Salary Expense	620,000.00
Total Maintenance Crew	620,000.00
Tree Services	
Salary Expense	8,000.00
Total Tree Services	8,000.00
Total LANDSCAPE IMPROVEMENTS & MAINT	1,100,000.00
NON-DISCRETIONARY EXPENSE	
City Administration	3,500.00
Special District Lighting	74,539.00
Total NON-DISCRETIONARY EXPENSE	78,039.00
CONTINGENCY	23,052.52
Total Expense	1,422,591.52
Net Income	0.00

Little Italy Association of San Diego
MNA Profit & Loss Budget Overview
 July 2024 through June 2025

	Jul '24 - Jun 25
Income	
PROGRAM INCOME	
Sponsors	16,000.00
Total PROGRAM INCOME	16,000.00
MAINTENANCE NON-ASSESS INCOME	
Mercato Services	60,000.00
Supplemental Services	124,000.00
Total MAINTENANCE NON-ASSESS INCOME	184,000.00
Total Income	200,000.00
Gross Profit	200,000.00
Expense	
MISC MAINT EXPENSE	
Misc Maintenance Expense	500.00
School Dist Property Taxes	17,500.00
Total MISC MAINT EXPENSE	18,000.00
LANDSCAPE IMPROVEMENTS & MAINT	
MAD / BID OPERATIONS	
Enhanced security-Ped Safety	35,000.00
Total MAD / BID OPERATIONS	35,000.00
Maintenance Crew	
Staff Bonuses	10,000.00
Total Maintenance Crew	10,000.00
Pressure-Washing Crew	
Salary Expense	125,000.00
Total Pressure-Washing Crew	125,000.00
Total LANDSCAPE IMPROVEMENTS & MAINT	170,000.00
ACCOUNTANT EXPENSE ENTRIES	
Depreciation	10,000.00
Total ACCOUNTANT EXPENSE ENTRIES	10,000.00
PROGRAM EXPENSE	
Meals / Entertainment / Travel	1,000.00
Total PROGRAM EXPENSE	1,000.00
Total Expense	199,000.00
Net Income	1,000.00



MISSION FEDERATION
ArtWalk April 29 & 30 - MissionFedArtWalk.org

Little Italy
Association
of San Diego

Fiscal Year 2023

ANNUAL REPORT

A Hip and
Historic
Neighborhood



OUR RICH HISTORY IN THE CITY OF SAN DIEGO

Marco Li Mandri, LIA Chief Executive Administrator

Little Italy's throughout the United States have symbolized the tremendous contributions Italians and Italian-Americans have made to this country. Unfortunately, many of these historically established business districts are disappearing before our eyes. These Little Italys are either declining due to growth of other adjacent ethnic neighborhoods or are a shadow of their former glory due to the dispersion of Italian families from these districts.

San Diego's Little Italy is different – a stable ethnic business and residential community since the 1920's. Little Italy, today, represents Downtown San Diego's oldest continuous-neighborhood business district. At one time, more than 6,000 Italian families lived in Little Italy and toiled to build San Diego into the center of the world's tuna industry. Those families were dispersed with the building of I-5 through Downtown San Diego in the early 1960's. Unfortunately, this was a common occurrence in many of the Little Italys in the U.S. during that time.

Up until the early 1970's, San Diego was known as the Tuna capital of the world with more fishing boats, seiners, and canneries than anywhere worldwide. In the early 1970's, the U.S. government adopted "dolphin safe" federal regulations which forced the entire industry to move to the Western Pacific, where schools of tuna do not swim in mass with dolphins or porpoises. With the decline of the tuna industry on the West Coast and the destruction of 35% of Little Italy due to the construction of I-5 freeway, Little Italy suffered nearly thirty years of decline. In the early 1990's, established property owners and family-run business owners decided to take their fate into their own hands and embark on the revitalization their community.

Today our community is a model city neighborhood in the City of San Diego; with new Italian-Americans, new Italian immigrants, and non-Italian business owners alike maintaining and opening retail and restaurants. The Little Italy Association has been reviving this neighborhood for over 27 years, while telling the story of Little Italy to its visitors through public art displays and amazing piazzas. San Diego's Little Italy is not only a model city neighborhood for the City of San Diego but is also serving as a model for the handful of Little Italys remaining throughout the country. Recently, our Little Italy was identified as one of the top remaining Little Italys left in the country – the result of the tedious and consistent work of the Association.

"Our business district is rooted in the toil of immigrants and the perseverance and optimism of a new group of property and business owners, many of whom come from Italian descent, along with thousands of new residents. The strength of their faith and our proximity to the waterfront, the continued presence of Our Lady of the Rosary Church which has held this community together for 100 years, is what has supported families and businesses in Little Italy for generations."

TABLE OF CONTENTS

Our Rich History	1
About Us	2
Board of Directors & Management Team	2
Letter from the President	3
FY23 Financial Summary	7
How We Get Things Done	8
San Diego Rescue Mission	9
Little Italy Mercato	10
Mission Federal ArtWalk	11
Taste of Little Italy	11
Olive Public Relations	12
Little Italy Venues	13
Little Italy Association Contact Info & Map	14

ABOUT US

The Little Italy Association of San Diego is a 501c3 nonprofit public benefit corporation that was established in 1996 to oversee and expedite the revitalization and beautification of the Little Italy neighborhood in Downtown San Diego. The Association represents the property owners, residents, and businesses of Little Italy.

The Association is the only Little Italy district management corporation of its kind in any neighborhood in the United States and pledges to advocate on behalf of its members' best interests in the areas of public safety, beautification, promotion, and economic development while preserving the unique cultural resources that exist in our neighborhood.

In FY23, the Association had 25 Board Members that were comprised of property owners, residents, business owners and community-at-large representatives.

OFFICERS OF THE BOARD

Steven Galasso
President

Daniel Mocerì
Vice President

Louis Palestini
Vice President of Heritage Affairs

Luke Vinci
Secretary

Bryan Thompson
Treasurer

BOARD OF DIRECTORS

BUSINESS DIRECTORS

Joey Busalacchi
Curt Brooker
Jocelyn Marcus
David Rodger

PROPERTY DIRECTORS

Ryan Blum
Domenic Brunetto
Annette Casemero
Dino Cresci
Jim DeSpenza
Clarissa Estevez
Lisa Gerson
Rich Gustafson
Pasquale Ioele
Jeri Keiller
Principal Juan Núñez
Jack Pecoraro
Diana Strauss Casey
Father Joseph Tabigue

COMMUNITY-AT-LARGE DIRECTORS

Joe Cordileone
Catt White
Tom Zolezzi

MANAGEMENT TEAM

CHIEF EXECUTIVE ADMINISTRATOR
Marco Li Mandri

DISTRICT MANAGER
Christopher Gomez

FINANCIAL MANAGER
Rosie DeLuca

OFFICE MANAGER
Dianne Serna

STAFF
Dominic Li Mandri
Laura Li Mandri
Shirley Zawadzki
Monica Montes
Michelle de Mercado
Ethan Olsen
Liam Zawadzki

* This list of Officers, Directors, and Management Team are representative of those who served or worked during FY23.

Business Improvement District (BID)

The Little Italy BID was formed by a petition of Little Italy businesses in 1996. Businesses that secure a Business Tax Certificate within the boundaries of the Little Italy BID are assessed a fee on the Business Tax Certificate based on the type of business and the number of employees. These funds are restricted and can only be used for marketing, promotions, security, cleaning and beautification, events and admin/ operational expenses of the Association pertaining to the BID.

Maintenance Assessment District (MAD)

The Little Italy MAD was formed in 2004 based upon a petition and a balloting procedure of the benefiting property owners within Little Italy. Properties within the boundaries of the Little Italy MAD pay an annual assessment on their property tax bill based on the benefit zone the property, linear frontage, and the building square footage. Under the state constitution property assessments can only be used to fund "special benefit services", or those services over and above what the City of San Diego pays for out of its general fund. These funds are restricted and can only be used for "special benefits," in our case that includes sidewalk cleaning, trash abatement, pressure washing, landscaping, enhanced lighting and
(Continued on Page 4)

Steven J. Galasso, LIA President

Almost two years later, the Little Italy Association continues to rebound from the historic and severe economic impacts of the pandemic, compounded by the increased costs of operations and working diligently to maintain order within our community. Even with these ongoing challenges, the Association has focused on supporting our residents and business community with needed resources, maintaining order within our neighborhood and ensuring the best quality of life experiences possible, and giving San Diegans and visitors a consistent reason to visit, enjoy, and patronize Little Italy.

The Little Italy Association, a 501c3 nonprofit corporation, manages nearly all issues within the 48-square blocks known as Little Italy and is directed by a Board of 25 Directors. The Board is made up of property owners, business owners, residents, and those that are interested in the continued growth and success of Little Italy. The Board has 8 working committees that cover various tasks including financial management, marketing and promotion, special events, maintenance, beautification, development and management of our beautiful piazzas and public spaces, parking and mobility, and an ongoing monitoring of public order. Every month some of these committees meet to discuss concerns and resolutions to make recommendations to the Board of Directors. With the suspension of the Governor's Executive Order and "Reopening of California," the Association moved meetings back to in-person for Board meetings and hybrid meetings at the beginning of 2023.

Since July 2022, the Association's management team, New City America, Inc., has worked closely with the various Association committees and the Board to find and secure grant or funding sources, outside of the City contracts. The City contracts include the Business Improvement District (BID), the Maintenance Assessment District (MAD), or the Community Parking District (CPD), to support the ongoing maintenance, beautification, order, promotion and activation of our vibrant public spaces that all have come to love and enjoy.

Some of the initiatives, projects, and events that the Association's Board and management team has been focused on for FY23 include:

Advocacy and Maintain Civil Order

Over the past decade the Little Italy Association has implemented various programs to maintain civil order within Little Italy, not only with the unhoused population or mentally unstable individuals, but anyone who has been or is disruptive to the quality of life or the experience of our neighborhood.

With an exercise of trial and error, the Association has had the Little Italy Maintenance team not only provide maintenance services, but support civil order. We created our own case management and internal security team – Live Well, Live Safe Little Italy (Nov. 2017 – Dec. 2019), after the reopening of California, post pandemic, we hired Off-Duty Officers (Jul. 2021 – Aug. 2022) to patrol and respond to incidents, but the program that has been most effective is the San Diego Rescue Mission (Oct. 2021 – Current).

The San Diego Rescue Mission Enhanced Security & Outreach Program serves Little Italy 7-days a week from 6:00 am to Noon and monitors the neighborhood to provide an enhanced presence, community outreach, and supportive services for the unhoused population or mentally unstable, acts as a liaison with the San Diego Police and Fire-Rescue Departments in matters of public safety issues, and other items.

Outside of programming that the Association has managed, it also focused on advocating for new and/or amended ordinances and or laws to provide a framework to manage buskers, sidewalk vendors, and safe camping for the unhoused population.

Public Space Development and Activation

San Diego's Little Italy is known for its vibrant and dynamic public spaces and piazzas, including the Piazza della Famiglia, Piazza Basilone, Piazza Pescatore, Piazza Giannini, Piazza Villaggio, the Little Italy Dog Park, Amici Park (Amphitheater & Bocce Courts), and Little Italy's newest piazza dedicated in November 2023, Piazza Costanza that was created to honor Margaret "Midge" Costanza – Assistant and advisor to President Jimmy Carter, an educator, and an activist for women's and LGBTQ+ rights. The Association worked closely with the Piazza Costanza Task Force to raise over \$195,000 of State, County and private funds to underwrite the capital

enhanced security, and admin/operational expenses of the Association pertaining to the MAD.

Community Parking District (CPD)

Parking Meter Revenues are assigned to the Association to support the spirit of Council Policy 100-18 to enhance parking, mobility, and pedestrian safety within Little Italy. Under this ordinance, 45% of the annual revenues generated in Downtown San Diego are to be used for programs and activities that support parking and mobility activities.

Unrestricted Programs

The Association is dedicated to raising unrestricted funds through special events, donations, sponsorships, our Little Italy Mercatos, and other entrepreneurial activities.

Image Below: Piazza Basilone adorned with the flags of the six United States' branches of service for Veteran's Day.



WHAT ARE RESTRICTED VS. UNRESTRICTED FUNDS?

Restricted

Restricted funds are dollars that are either assessments that come from the BID or MAD, funds that come from the City to administer the CPD, and funds that are donated/sponsored for a particular use or program.

Unrestricted

Unrestricted funds are dollars that were raised or secured from grants, sponsorships or donors with no specific use.

improvements and ongoing maintenance of the space.

Public spaces are one of the key attractions to Little Italy, it is the experiences inside these spaces that make them so charming.

The gem of our public spaces is the Piazza della Famiglia, which was funded by developer impact fees and is classified as a city park, but is the obligation of the Association to maintain. Since the City of San Diego does not contribute any financial support to the upkeep and maintenance of the Piazza, the Association has hired Little Italy Venues. They schedule the live music and activation in the Piazza della Famiglia for corporate, private, and public events, and manage the venue and raise additional funds to offset the expenses of maintenance and upkeep.

Little Italy Venues also schedules programs for the other Little Italy public spaces and piazzas to raise additional revenue for the Association to assist in the ongoing maintenance, beautification, and programming of these spaces.

Outside of our piazzas, one of our other premier public spaces is the Little Italy Dog Park, located at Amici Park. The Little Italy Dog Park improvements and ongoing maintenance was funded by private donors and grants. The Association continues to raise funds with the support of donors like Batta | Fulkerson, to provide daily cleaning, monthly deep cleans, and upkeep of the amenities for our furry friends to enjoy. Even though there is a lease with the San Diego Unified School District, for the off-leash area, they do not contribute to the dog park or its maintenance.

With additional public spaces proposed for the future, the Association has been working with the City of San Diego to secure funds to assist in the redesign of Amici Park and reworking the existing amenities, the amphitheater and bocce courts, and adding enhanced lighting, a water feature, storage, upgraded electrical, and a fence to secure the space for additional private event opportunities. The Association has secured construction bids and is hoping to move the project forward soon.

Raising Funds and Investing

The Association has always had an entrepreneurial focus, leveraging the assessments from the property district (MAD), the business district (BID), and the parking district (CPD), which brings in more than half of the Association's operating budget. Furthermore, the Association has become a model for leveraging those restricted funds with projects that generate revenues that are unrestricted or has projects that can free up assessment district funds allowing for additional services to be provided.



Outside of the funds raised for Piazza Costanza, the Board secured several other grants, funding sources, and interest through investments of non-assessment dollars, additional corporate and private donors for capital projects or event underwrites, a California Relief Grant for \$25,000, Employment Retention Tax Credit for 2021 in the amount of \$167,000, and new programming including tours of Little Italy with a revenue split to the Association.

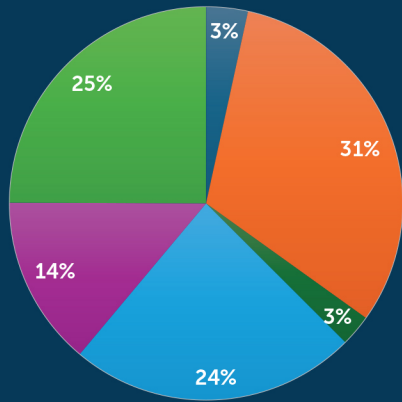
Events and Partnered Events

Events create the pulse that keeps our neighborhood thriving, whether they are owned, managed or partnered events of the Association. Little Italy events not only give residents something fun to do in their neighborhood, but they also draw hundreds, if not hundreds of thousands, into our community that come to enjoy the activities of the event and support local businesses. In FY23, the Association put on the Taste of Little Italy, Marine Band San Diego Summer Concert, Casino di Piazza, Trick-or-Treat on India Street, and the Little Italy Tree Lighting & Christmas Village and partnered on the following events – Mission Fed ArtWalk, San Diego Padres Italian Heritage Night, El Grito de México en San Diego, Bella Vista Fest, and started preparations with Our Lady of the Rosary Centennial Committee for their centennial celebration events in August 2023.

While closing the street makes it seem like a special event, the Little Italy Mercato farmers market is actually a consistent twice-weekly pop-up grocery store for residents and guests. Stretching over six blocks of West Date Street including the Piazza della Famiglia every Saturday, and three blocks every Wednesday, the market is open year-round, rain or shine. Carefully curated California farmers and local makers offer fresh produce, meats, fish, flowers, artisan foods and crafts. Coming to Little Italy for the Mercato, shoppers stay in the

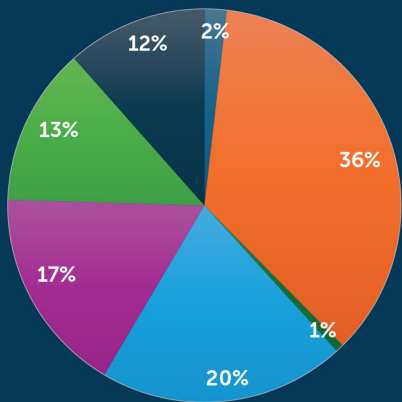
Image Above: Waterfront Bar & Grill team offering Taste of Little Italy guests their signature Taste sliders.

FY23 LITTLE ITALY INCOME & EXPENSE SUMMARY



Income / \$3,921,628

- BID: \$134,435
- MAD: \$1,234,087
- MNA: \$101,371
- CPD: \$926,219
- Programs: \$547,730
- Mercato: \$977,786



Expense / \$3,970,488

- BID: \$72,372
- MAD: \$1,420,379
- MNA: \$26,328
- CPD: \$803,759
- Programs: \$673,637
- Mercato: \$516,154
- Admin: \$457,859

neighborhood to shop, eat, and drink at local businesses. The twice-weekly Little Italy Mercato generates one of the largest single contributions to the Association’s operating budget, netting more than \$460,000 to the Association in FY23.

The Association and management team focus to create, manage, and partner with events that add to the charm and character of Little Italy while using them as an opportunity to raise funds for the neighborhood’s operations. For those interested in being a sponsor, visit LittleItalySDSponsor.com.

Parking & Mobility

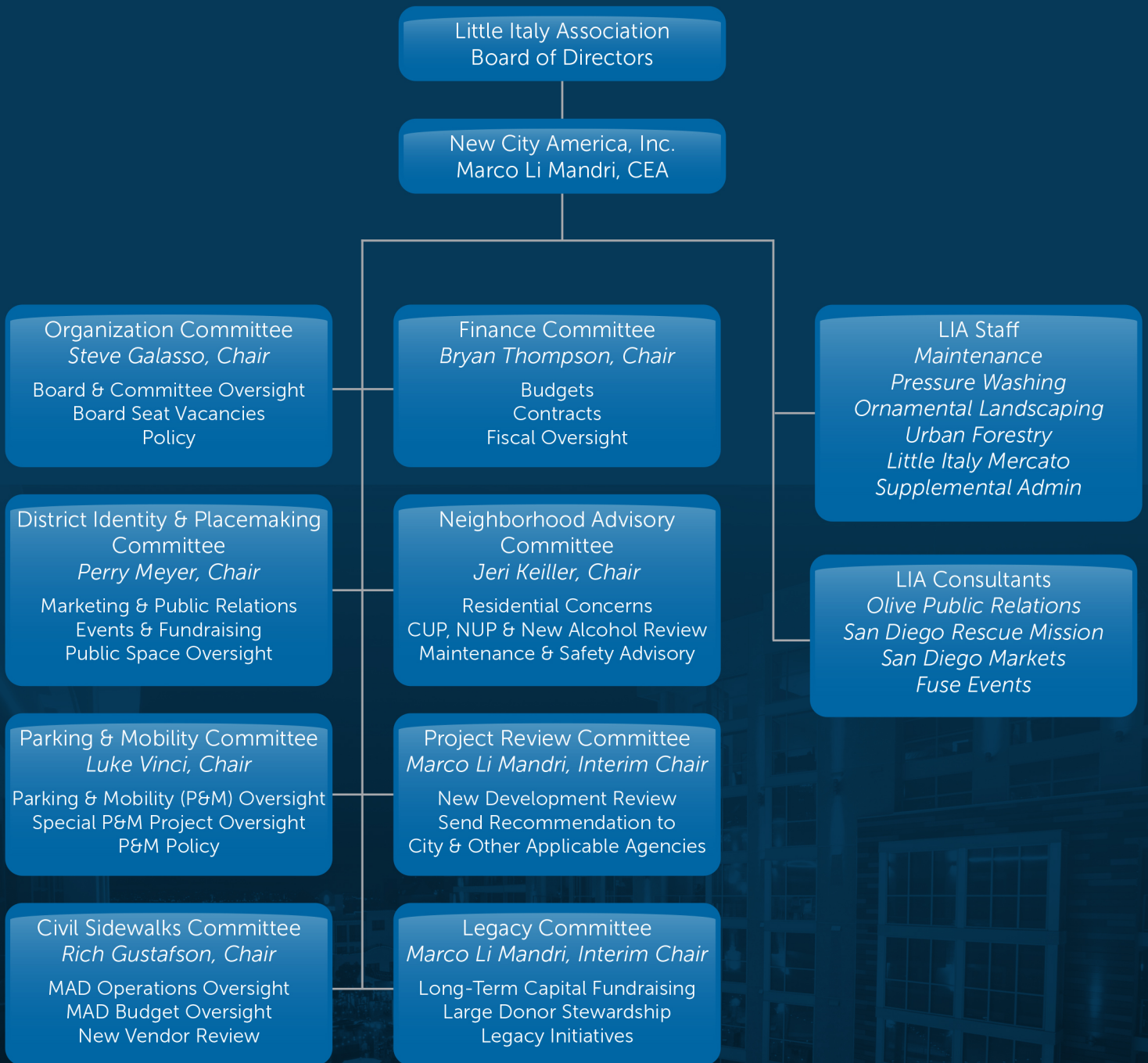
One of the ongoing contracts the Association has with the City of San Diego is the management of the Little Italy Community Parking District. The focus of this contract is to manage parking, mobility, and public safety throughout the 48 square blocks of Little Italy. In FY23, the Association worked with several vendors to add and maintain the pole-to-pole enhanced strand lighting, fabricate, and install 24 new Little Italy branded oil-pot style planters as a pedestrian safety measure, install a solid flat material called porous pave around high-traffic tree wells, and work closely with the City on street parking and curb conversions.

The Association has been working over the past 10 years on the parking conversions of all North, South, West, and East streets. Conversions consisted of all North/South streets being converted to diagonal parking and all West/East streets being converted to head-in parking. In the Spring of 2023, the final conversions were implemented on Columbia Street with an addition of 15 diagonal spaces.

Another capital improvement the Association has been working tirelessly on is the fabrication and installation of the Phase I Bollard Program. Phase I includes a removable bollard program for dedicated events that will allow the Association the ability to close W. Date Street down for the Mercato and other special events. The bollards are designed and engineered to take the impact of a vehicle and minimize the potential injuries to pedestrians within the closure. The project has been approved for bidding and the Association will be reviewing bids from eligible contractors.

In preparation for the coming fiscal year, the Association has been working with City staff to maintain the same funding the Association has received over the past several years so that we can continue to implement new and innovative mobility and public safety measures, like the San Diego Rescue Mission’s Little Italy Outreach & Enhanced Security Program.

The Little Italy Association of San Diego is responsible for the management and operations within the 48-square blocks known as San Diego’s Little Italy. The Association has been successful in curating the experience and quality of life for our residents, businesses, property owners, and guests for over 27 years. The following chart is how we get things done.



YOUR ELECTED OFFICIALS

City of San Diego

Mayor Todd Gloria
619-236-6330

Councilmember
Stephen Whitburn
District 3
619-236-6633

County of San Diego

Supervisor Terra
Lawson-Remer
619-531-5533

State of California

Senate President ProTem
Toni Atkins
619-645-3133

Assemblymember
Tasha Boerner
858-481-7704

LOCAL/CITY ISSUE?

Emergency

9-1-1

Non-Emergency

619-531-2000

Get It Done App

Get It Done San Diego is the official app for reporting non-emergency problems to the City of San Diego. App users can report problems like potholes or graffiti and connect directly to the City's work tracking system.

Apple: *Get It Done San Diego*

Google Play: *Get It Done San Diego Official*

SAN DIEGO RESCUE MISSION

20

Paul Armstrong, Vice President of Programs for SDRM

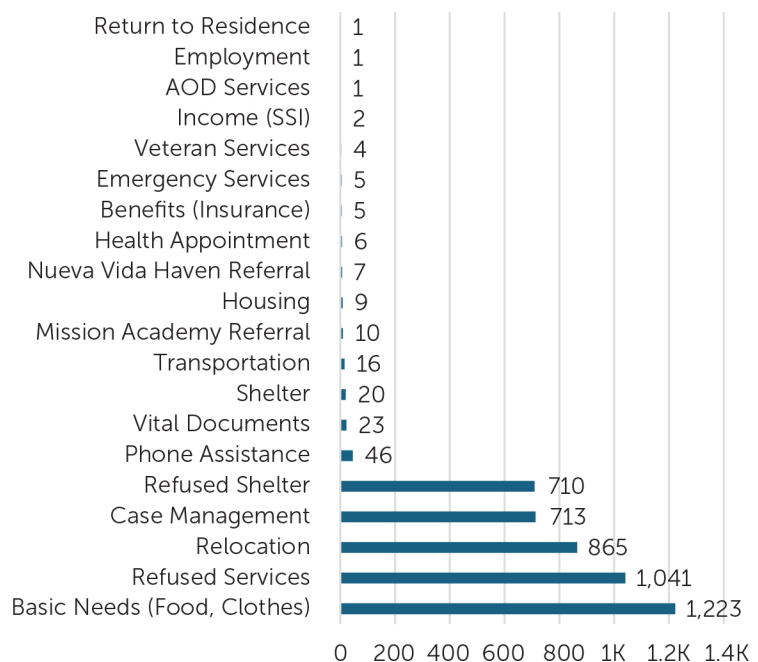
In October 2021, the Little Italy Association contracted with the San Diego Rescue Mission (SDRM) to begin an intentional outreach program for our unhoused neighbors. SDRM utilizes a relational model which is considered a best practice.

Through building a relationship they were able to get one of our longest unhoused members into housing. The gentleman had been on the streets for over 20 years. He and his dog have now been housed since April 2022 and he is still connected to the right supportive services. SDRM's Outreach Team has also been working with William and Jean for the last two years. This couple have lived on the streets of Little Italy for over five years, but they are moving into their new home on Tuesday (3/12/2024) at 9am. These stories of connecting relationally are being played out over and over as they seek to impact one life at a time.

SDRM stressed the importance of trust. Trust takes time and consistency. They will continue to be present seven days a week doing outreach. As they continue to gain trust and demonstrate effectiveness, we will see our neighbors without homes find safe places to live and regain hope.

Impact

Here is a snapshot of the impact that has been made from July 2022 to June 2023. SDRM has been able to get 37 people off the street, relocate another 865 to less disruptive locations and provide basic services such as food and clothing to 1,223 homeless neighbors. They have provided case management services 713 times to help people navigate the system and take a step forward. Another 22 people were able to get vital documents and another 16 people were connected to healthcare and emergency medical services.



LITTLE ITALY MERCATO

Catt White, Little Italy Mercato Maestra

The Little Italy Mercato farmers markets continued to grow in the last year. The Saturday market reached full capacity, once again occupying a full six city blocks on West Date Street from Kettner Boulevard to Front Street. The Wednesday morning market returned and has grown steadily, now occupying the three blocks from Kettner Boulevard to State Street on mid-week mornings, enlivening the Piazza della Famiglia and bringing the community together to shop for groceries and connect with their neighbors. Both markets bring nutrient dense fresh food from California farmers and fishermen and artisan foods and crafts to residents of Little Italy and surrounding areas. The market delights visitors and generates positive press nationally and internationally.

As in many sectors, turnover was higher than in pre-pandemic years as businesses regained their footing. Some farmers retired and some small businesses closed as the losses and stress of the previous two years were tallied. The farmers market operations team responded by carefully curating, recruiting and incubating a deliberately staged influx of new vendors. This has kept the markets vibrant and fresh.

As the fiscal year wrapped up, the Saturday Mercato celebrated its 15th continuous year of operation in June, 2023. County Supervisor Terra Lawson-Remur issued a proclamation naming June 8th Little Italy Mercato Day, and a marching band highlighted celebrations at the market, to the delight of farmers, vendors, staff and shoppers.

The Little Italy Mercato remains the largest certified farmers' market in San Diego County and generates a significant source of funds to the Little Italy Association to support main-

FY24 CALENDAR OF EVENTS ²¹

Weekly

Every Saturday |
8:00am-2:00pm
Little Italy Mercato: Farmers' Market

Every Wednesday |
9:30am-1:30pm
Little Italy Mercato: Farmers' Market

July 2023

Sat., 7/29 | Starts at 7:00pm
Marine Band San Diego
Summer Concert

August 2023

Fri., 8/4 | First Pitch at
6:40pm
San Diego Padres Italian
Heritage Night

Fri.-Sun., 8/17-19 | Variable
Times
Our Lady of the Rosary
Centennial Celebration

(Continued on Page 11)

*Image Below: Catt White (R),
Market Maestra, and Brijet
Myers (L) showing the
Mercato's fresh bounty.*



FY24 CALENDAR OF EVENTS

(Continued)

September 2023

Fri., 9/8 | 5:00pm-8:00pm
Punches in the Piazza

Fri. 9/15 | 5:00pm-9:00pm
"El Grito" de México en San Diego

Fri., 9/15 | 7:00pm-11:00pm
Casino di Piazza

October 2023

Sat., 10/21 |
11:00am-5:00pm
Bella Vista Fest

Sun., 10/29 |
5:30pm-7:30pm
Trick-or-Treat on India Street

November 2023

Sat., 11/29 | *Kick-off
Small Business Season*

December 2023

Sat., 12/2 | 4:00pm-8:00pm
*Little Italy Tree Lighting &
Christmas Village*

April 2024

Sun., 4/14 | 3:30pm-6:30pm
*The Bulls of St. Agata
Charge Little Italy*

Sat.-Sun., 4/27-28 |
11:00am-6:00pm
*Mission Fed ArtWalk:
Celebrating 40 Years*

June 2024

Tue.-Wed., 6/18-19 |
4:00pm-8:00pm
Taste of Little Italy

22

tenance needs and other community programs and events. California Certified farmers markets keep farmers farming in the face of labor, land cost and climate challenges. Money spent at markets remains in the local community and provides jobs for local residents. Shopping at the Little Italy Mercato markets remains a perfect way to do good by eating well.

MISSION FEDERAL ARTWALK

Curt Brooker, Director

For 39 years, Mission Fed ArtWalk has celebrated both visual and performing arts in San Diego. We believe art has the power to connect communities, cultivate new artistic talent and create a better quality of life for all through cultural enrichment.

Thousands of attendees come to view and purchase artwork, enjoy live music performances, and participate in interactive art experiences. Little Italy is an ideal backdrop for this two-day festival and the neighborhood benefits from not only local visitors but attendees that come from all over to see original art and visit the outstanding restaurants and businesses in the neighborhood.

The ArtWalk team is excited to celebrate 40 years next year in 2024. We're planning new art installations, activities and look forward to celebrating 40 years in San Diego.

TASTE OF LITTLE ITALY

Curt Brooker, Event Director

The Taste of Little Italy was held on Tuesday, June 20 and Wednesday, June 21, 2023 and over 20 different restaurants participated each day. Like in year's past, tickets sold out in advance at 750 tickets per day. The Taste of Little Italy has become one of the premier food events in not only Little Italy, but all of San Diego. Taste is also beginning to draw the attention of corporate sponsors like Stella Artois and Campari. Stella and Campari's partnership enhanced the guest experience by offering unique drink tastes and photographic moments in the Piazza della Famiglia. We expect the Taste of Little Italy to continue to grow and be a staple event for the Little Italy Association.

OLIVE PUBLIC RELATIONS MEDIA RECAP

Jenn Von Stauffenberg, President of Olive Public Relations

Media Relations

Little Italy has been a beacon of community spirit and admiration, capturing the hearts of residents and visitors alike as each month of the 2022-2023 season unfolds. The neighborhood has continued to thrive, exemplified by its vibrant events such as Taste of Little Italy, Marine Band San Diego Summer Concert Series, Casino di Piazza, Trick or Treat on India Street and above all the Annual Little Italy Tree Lighting & Christmas Village. These events not only drew thousands of people to the cherished neighborhood but also captured the attention of media outlets, earning hundreds of media hits along the way.

A standout moment of the 2022-2023 season was the unveiling of the Piazza Costanza, a testament to the community's dedication to preserving its rich history. This event attracted large crowds, garnering widespread coverage from TV outlets such as ABC 10, FOX 5, CBS 8, KUSI, and NBC 7. For the 2022-2023 season, the media relations strategy aimed to continue to showcase Little Italy as a dynamic hub for events and a welcoming destination for all. In order to execute the strategy, we created a timeline, PR plan and focused each press release on the events and local businesses that make Little Italy unlike any other neighborhood in San Diego. Despite facing challenges, such as maintaining momentum, we remained resilient, leveraging our strategy to emerge stronger. While we strive for a new strategy each year, the key thing that remains consistent is the commitment to nurturing media relationships and coverage across local print, TV, radio, and online. Media highlights from the past year include coverage in Locale Magazine, ABC 10, San Diego Union Tribune, KPBS, Travel + Leisure, Modern Luxury, San Diego Magazine and FOX 5.



Explore a Farmer's Market

With 50 weekly farmer's markets around town, it's difficult to narrow down place to pick up ultra-fresh produce, snacks, sauces, and treats—but if I have my No. 1, I'm going with Little Italy's biweekly market on Date Street. The more than 200 vendors, and in this case, bigger is definitely better.

My favorite thing to do on Saturday mornings is put my name in at rose-hu spot Morning Glory (it takes at least an hour to get seated), then roam the r check out all the delicious local offerings. You'll have plenty of time to wank you've stocked up on regionally grown veggies and settled into your pink v get the soufflé pancakes and breakfast carbonara and thank me later.



23 BE A PART OF OUR LEGACY

In 2015, the Little Italy Association Board of Directors created the Legacy Committee to spearhead long-term goals and major capitol improvement fundraising projects. The Legacy Committee's first initiative was the *Be A Part Of Our Legacy* program. The intent of the program is to establish a central location that highlights all current and future "Legacy Projects."

If you are interested in learning more about the *Be A Part Of Our Legacy* program, visit LittleItalyLegacy.com.



Eventos en San Diego que no te puedes perder fiestas decembrinas

¿Estás buscando maneras de ponerte en el espíritu navideño? Ésta es la lista para tí! SAN DIEGO. - Normalmente en San Diego no se celebra una blanca Navid adecer del nuestros amigos del noreste, pero eso no significa que no te alegras en este lado del país. Desde espectáculos de luces navideñas h San Diego tiene una plétora de eventos invernales para disfrutar. Usa es festivos para encontrar una celebración que te llene de alegría:

- LITTLE ITALY**
A few blocks north of downtown, Little Italy is home to restaurants, galleries, boutiques and markets along the main drag, India Street. Highlights include: **Malta Hall** (2305 India St.) and craft beer tasting room **Beatz Point** (2275 India St.), a host of galleries such as **Shin Fine Art** (1943 India St.) featuring mixed-media works by the South Korea natives and cool specialty shops. Take time to explore the streets branching off from India, too. The colorful cottages of the **Fi Fi Street Shops** include **Love & Aesthetics** (527 W. 16th St.) stocked with rare artwork, housewares, jewelry and gift items; and **Vibeum** (609 W. 16th St.) specializing in simple, elegant ceramics. **Vocabulary**
- EMBARCADERO**
Shop, stroll and dine at
- 46th St. Cedar St.**, appointment only) is a chic shop featuring emerging designers, while **Remedy Holistic Pharmacy** (320 W. Cedar St.) offers health and wellness products. Running parallel to India Street, Kettner Boulevard forms the spine of the art and design district. A gallery cluster near the corner of Kettner and Kaimie includes **Adrian Fine Art** (1980 Kettner Blvd.), showcasing original paintings, limited-edition signed prints, art glass and sculptures; and **Meyer Fine Art Inc.** (2400 Kettner Blvd., #104), specializing in prints and works on paper. (W. Date Street) **Westside Mercato** farmers market (1619 W. 16th St.) which offers blue and jogging trails, basketball courts and picnicking. **San Diego Symphony**, while based at Copple Symphony Hall, performs seasonally at its bayfront museum and the floating concert venue nearby.
- The Headquarters at Seaport** with restaurants and boutiques like coastal **House 1789** W. Harbor Drive, #1181; and **Seaport Village**, with gift shops, bay-view eateries and galleries. Spend some time at **Embarcadero Marina Park**, which offers bike and jogging trails, basketball courts and picnicking. **San Diego Symphony**, while based at Copple Symphony Hall, performs seasonally at its bayfront museum and the floating concert venue nearby.
- The Reddy Shed at Park**. Continue north along the harbor to **Way Pier** and embark sightseeing cruises a **City Cruises San Diego** (975 and 1800 Harbor Drive), or catch the **Crescenta Ferry** (1350 N. Harbor Drive) for a beer for a hike and a beer on the **USS Midway** (1350 N. Harbor Drive), then tour the aircraft carrier-turned museum and the floating Maritime Museum.

Luego, se lleva a cabo la iluminación anual del árbol de Navidad. Dos á alzarán sobre la multitud en previsión de una ceremonia de encendido italiana en la Piazza della Famiglia. El árbol Aurora, que es una escultura viento, también regresará este año junto con el árbol permanente de 2... detrás del árbol, en el sitio web de Joshua Hubert, la gente puede esperar ver diferentes patrones, diseños y espectáculos de luces de Aurora este año gracias a las nuevas actualizaciones tecnológicas

SOCIAL MEDIA SNAPSHOT

Growth from July 1, 2022 to June 30, 2023.

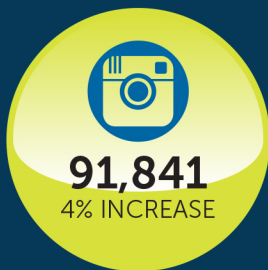
24

Social Media

This year, creative content took center stage for the Little Italy Association. We illuminated the neighborhood's storied history and vibrant culture by seamlessly weaving in captivating video content, engaging imagery, and thought-provoking copy. Little Italy's social media presence has solidified its position as a frontrunner in San Diego's neighborhoods and yielded an impressive engagement rate, surpassing the industry average. Our high-quality posts were amplified through strategic ad campaigns that propelled our reach, while daily, hands-on community management forged meaningful online connections, leading to substantial growth in our social following. Looking forward to the year ahead, we will continue to build a thriving digital community that mirrors the heart of Little Italy itself.



Facebook
LittleItalySD



Instagram
LittleItalySD



TikTok
LittleItaly.SD

Hashtags

#LittleItalySD
#LittleItaly
#LittleItalySanDiego
#DowntownSanDiego
#VisitSD
#VisitSanDiego



LITTLE ITALY VENUES

Curt Brooker, Venues Director

The public spaces in Little Italy have always been a destination for local Little Italy residents, but recently with the addition of the Dog Park, Piazzas and specifically the Piazza della Famiglia, private groups and corporations have been renting the spaces to hold events. These rentals help generate revenue to help maintain these spaces and allow them to continue to be safe and clean meeting spaces for all Little Italy visitors.

As meetings and events continue to come back from COVID, the Piazza della Famiglia continues to gain traction with corporate clients. Conference groups and corporate clients look to book the piazza for employee outing, brand recognition events and holiday parties. The expectation is that the Piazza della Famiglia will continue to grow in popularity each year and become a strong revenue gainer for the Little Italy Association.

**LITTLE ITALY ASSOCIATION
CONTACT INFORMATION**

Association Office
619-233-3898

Maintenance Supervisor
Daniel Torres
Oversees Maintenance & Pressure Washing
619-549-7237

Ornamental Landscaping Supervisor
Scott Sponholtz
Oversees Ornamental Landscaping, Urban Forestry, Irrigation, Seasonal Displays
858-282-9999

AM Maintenance Phone
7-Days a Week
6:00am-2:30pm
619-454-2507

PM Maintenance
7-Days a Week
2:00pm-10:30pm
619-372-0037

Little Italy Enhanced Security & Outreach Program
San Diego Rescue Mission
7-Days a Week
6:00am-Noon
Wednesday-Sunday
619-642-1840
Monday-Friday
619-890-2016

Report An Issue
Do you have a maintenance, landscaping, or non-maintenance/landscaping issue within the boundaries of Little Italy? Visit www.ReportAnIssueSD.com or scan QR code below to create a workorder for the Little Italy Association to review and dispatch staff to address.



**LITTLE ITALY BOUNDARIES,
PIAZZAS & PUBLIC SPACES**



Piazzas	Location	Dedicated
Piazza Villaggio	India & W. Ash	2002
Piazza Basilone	India & W. Fir	2003
Piazza Pescatore	Kettner & W. Fir	2017
Piazza della Famiglia	India & W. Date	2018
Piazza Giannini	India & W. Cedar	2018
Piazza Costanza	Columbia & W. Ash	2023
Public Spaces	Location	Dedicated
Little Italy Dog Park	W. Date & Union	2015



Little Italy Association of San Diego

2210 Columbia Street
San Diego, CA 92101

619.233.3898

Mail@LittleItalySD.com

LittleItalySD.com



LITTLE ITALY PRESSURE WASHING SCHEDULE

2 Machines (1 on Set Route & 1 on Hot Spots)
3 Crew Members
5 Days a Week

-  Condos (Once a Month)
-  Piazzas & Public Spaces (Once a Month)
-  Supplemental Services (Once a Month)
-  Piazza della Famiglia (Twice a Week)
-  India / W. Ash - W. Grape (Once a Month)
-  Rest of District (Every 2-3 Months)



Bigbelly Element

Fundamentally a better bin, the Bigbelly Element is uniquely equipped to keep waste contained and out of sight with its fully-enclosed Chute disposal interface. The Element is ideal to augment Smart or Sense deployments or for applications where bin fullness indication or CLEAN™ is not needed.

With an inner bin capacity of 50 gallons (189 L), the Element holds 1.7x more waste than a traditional bin.

The Element can be deployed standalone or in combination with any other Bigbelly bin to form a multi-stream kiosk.

The Element is Bigbelly's simplest bin; it contains no electronics or sensors. Just the essentials.

Waste Interfaces and Streams

Hopper, Chute, or Open Disposal Interface
Waste, Single-Stream Recycling, or Compost



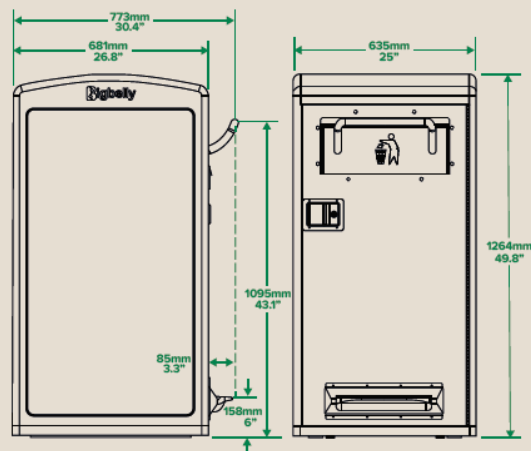
Hopper Disposal Interface
with Foot Pedal

Open Disposal Interface



Chute Disposal Interface
with Foot Pedal

Technical Specifications



Overall Machine Dimensions

- Height: 49.8" (1264 mm)
- Width: 25" (635 mm)
- Depth: 26.8" (681 mm)
- Handle Height (ADA Compliant): 43.1" (1095 mm)
- Weight: 150 lbs (68 kg)
- Shipping Weight: 180 lbs (82 kg)
- Bin Volume (Chute or Open): 50 gal (189 L)
- Bin Volume (Hopper): 32 gal (120 L)
- Bin Dimension (50 gal): 25" x 20" x 32.25" (635 mm x 508 mm x 819 mm)
- Bin Dimension (32 gal): 24" x 20.4" x 21.65" (609 mm x 518 mm x 549 mm)

Disposal Interface Dimensions

- Chute Opening: 16"W x 5.5"H x 15"D (406 mm x 140 mm x 381 mm)
- Hopper Opening: 16.5"W x 5"H x 8"D (419 mm x 127 mm x 203 mm)
- Open Interface Openings:
 - Waste: 16"W x 6"H (406 mm x 152 mm)
 - Single-Stream: 11"W x 5"H (279 mm x 127 mm)
 - Paper: 11"W x 2"H (279 mm x 51 mm)
 - Bottles and Cans: 5" dia. (127 mm dia.)



Bigbelly Element



FULLY ENCLOSED

Technical Specifications - Continued

Bigbelly Element Features

- Bigbelly's fully-enclosed Chute disposal interface, standard on Element bins, eliminates visible waste, rat and pest access, and windblown litter.
- The integrated Foot Pedal provides hands-free use.

Safety Features

- CE marked
- Soft-open Chute response with use of foot pedal
- Collection door automatically locks when closed
- No pinch points, sharp edges or corners

Durability

- Weather-resistant, UV-stabilized polyester powder-coat finish on all exterior parts

Materials

- RoHS compliant
- Galvanized sheet metal steel interior and exterior construction
- Heavy-duty, recycled plastic side panels for dent and scratch resistance
- Leak-proof interior bin made of low-density polyethylene (LDPE) plastic

Power and Electronics

- None

Options and Accessories

- Hopper disposal interface and Open disposal interface
- Custom Graphic Wraps, Message Panels, and Stickers
- Wheeled Interior Lift Bin (bar and comb styles)
- Ashtray and Stub-out Plates
- Security Plates
- Odor Mask

Increase penalties for theft and drug trafficking

JUMP TO SECTION

What would it do?

Why is it on the ballot?

For & Against

Watch 1-minute video

Funders

Related News

What would it do?

Proposition 36 would reclassify some misdemeanor theft and drug crimes as felonies.

The measure would also create a new category of crime — a “treatment-mandated felony.” People who don’t contest the charges could complete drug treatment instead of going to prison, but if they don’t finish treatment, they still face up to three years in prison.

Why is it on the ballot?

Ten years ago, voters approved Proposition 47, which sought to reduce California’s prison overcrowding by making some theft and drug crimes into misdemeanors. Since then, prosecutors, police and big box retailers **have blamed the law** for an increase in property crimes and homelessness. Prop. 36 is their attempt to unwind Prop. 47.

During the pandemic, the rate of shoplifting and commercial burglaries skyrocketed, especially in Los Angeles, Alameda, San Mateo and Sacramento counties. Statewide, the Public Policy Institute of California found that reported shoplifting of merchandise worth up to \$950 **soared 28% over the past five years**. That’s the highest observed level since 2000.

Combining shoplifting with commercial burglaries, the institute’s researchers found that total reported thefts were 18% higher than in 2019.

Polling Data

If the election were held today, would you vote yes or no?

All likely voters	
YES	71%
NO	26%
UNDECIDED	3%

DATES POLLED: AUGUST 29-SEPTEMBER 9, 2024
 SAMPLE SIZE: 1,071 LIKELY VOTERS
 MARGIN OF ERROR +/- 3.7 PERCENTAGE POINTS

\$13.6M raised

Supporters pitch Prop. 36 as a way to combat homelessness, which is **up by more than 50%** since Prop. 47 passed. The reason, supporters say, is that drug dependence pushes people to the street, and increasing the penalties for drug possession is the only way to force people into treatment.

Supporters also say Prop. 36 is a good middle ground between California's tough-on-crime days, which pushed prison capacity past its breaking point, and the last decade under Prop. 47, which they have say created "loopholes in state law that criminals exploit to avoid accountability for fentanyl trafficking and repeat retail theft."

SUPPORTERS

Walmart, Target, Home Depot
California District Attorneys Association
California Correctional Peace Officers Association
California Republican Party
Howard Jarvis Taxpayers Association
California Chamber of Commerce

MEDIA ENDORSEMENTS

Mercury News

San Diego Union-Tribune

AGAINST

\$3M raised

Opponents say that no studies on criminal justice or homelessness support the idea that harsher punishment — or the threat of harsher punishment — prevents crime or gets people off the street.

Prop. 36 will expend hundreds of millions of dollars in court and prison costs, they say, without measurably reducing crime or poverty. In the meantime, schools, health care and other essential services will go wanting.

The measure's opponents argue Prop. 36 would mark a return to the War on Drugs, which they said California voters rejected a decade ago with Prop. 47.

OPPONENTS

Gov. Gavin Newsom, Assembly Speaker Robert Rivas, Senate President Pro Tem Mike McGuire
Alliance for Safety and Justice
ACLU of Northern California
California Democratic Party
League of Women Voters of California

MEDIA ENDORSEMENTS

Los Angeles Times



Senate Bill 43: Expanding Involuntary Behavioral Health

Overview

Senate Bill (SB) 43 makes changes to the Lanterman-Petris-Short (LPS) Act – a California law governing involuntary detention, treatment, and conservatorship of people with behavioral health conditions.

This new statute significantly updates California's civil detention and conservatorship laws for the first time in more than 50 years by establishing new diagnostic criteria and by broadening the definition of "grave disability." The criteria by which people may be civilly detained under the LPS Act includes:

- Danger to self,
- Danger to others, or
- Grave disability.

Existing law, for purposes of involuntary commitment, defines "gravely disabled" as either a condition in which a person, as a result of a mental health disorder, is unable to provide for their basic personal needs for food, clothing, or shelter.

New law as indicated by bold text, SB 43 expands the definition "gravely disabled" to include:

- people with a mental health disorder, **a severe substance use disorder, or a co-occurring mental health disorder and a severe substance use disorder,**
- and, who are unable to provide for their basic needs for food OR clothing OR shelter **OR access to necessary medical care OR personal safety.**

View the Jewish Family Service **fact sheet** and **video** summarizing these changes.

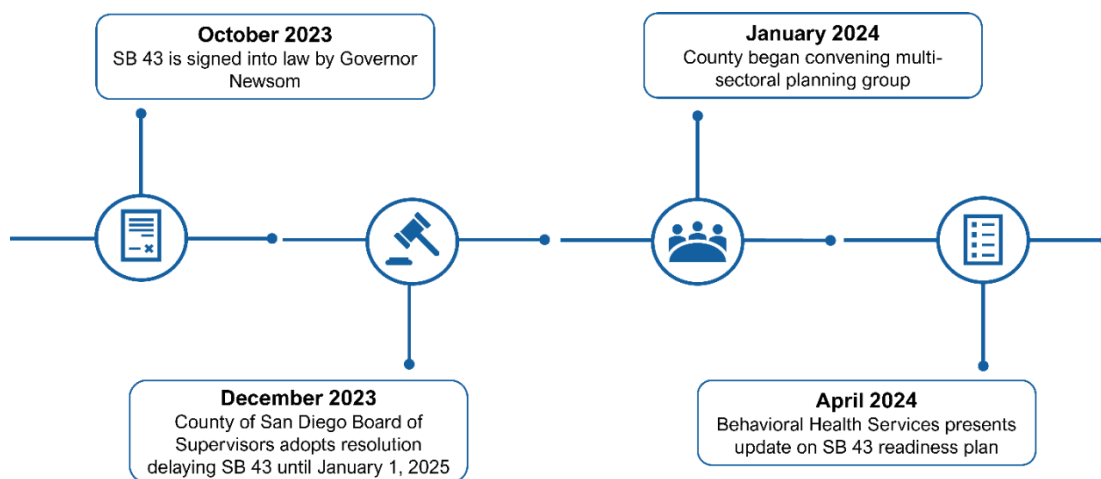
SB 43 also makes the following changes:

- Expands the array of testimony that can be submitted into conservatorship proceedings without requiring in-person cross examination.
- Requires counties consider less restrictive alternatives in conducting conservatorship investigation.
- Expands State reporting requirements.

Critical Actions in San Diego County

- In **October 2023**, the Governor signed SB 43 into law effective January 1, 2024, with the option for counties to delay implementation, via a Board Resolution, until January 1, 2026.
- On **December 5, 2023**, the County Board of Supervisors adopted a Resolution to delay implementation of SB 43 to January 1, 2025 to ensure adequate time to partner with community members, providers, and stakeholders to identify infrastructure and resource needs, assess service and financial impacts, and to develop an action plan to support successful implementation of the new requirement.
- In **January 2024**, the County began convening a multi-sector planning group to support rapid implementation of SB 43. Planning efforts are supporting four key strategies needed to support readiness for the changes brought forth by this major update to State law:
 - Education and training,
 - Expanding treatment, services and supports for those with substance use disorder,
 - Establishing alternatives to emergency departments for 5150 holds, and
 - Updating procedures and add capacity to support the **Office of the Public Conservator**.

Details on this implementation strategy were presented in a **Board Letter** at the County Board of Supervisors meeting on **April 9, 2024**. **Watch the meeting video** to see the presentation.



Learn More

- [Senate Bill 43 \(bill text\)](#)
- [San Diego County Board of Supervisors \(4/9/24\)](#)
 - [Board Letter, Minute Order](#)
 - [Board Meeting Video](#)
- [San Diego County Board of Supervisors \(12/5/23\)](#)
 - [Board Letter, Minute Order, and Board Resolution](#)
 - [Board Meeting Video](#)

Media

- [Disability Rights California \(2/1/24\)](#)
- [Los Angeles Times \(12/19/23\)](#)
- [The Coast News Group \(12/7/23\)](#)
- [Fox 5 News \(12/6/23\)](#)
- [San Diego Union Tribune \(11/29/23\)](#)
- [Voice of San Diego \(11/3/23\)](#)

Frequently Asked Questions

[Expand All](#) | [Collapse All](#)

- **What is the Lanterman-Petris-Short (LPS) Act?**
The LPS Act is a California law signed in 1967 related to involuntary detention and conservatorship of people with behavioral health conditions. The LPS Act established a system of short-term holds as well as a path to temporary and “permanent” conservatorships.
- **What is conservatorship?**
LPS Conservatorship is for the most severely impaired individuals and involves a court-appointed conservator who can make decisions related to treatment and placement for individuals when they are unable to care for themselves.
 - People on a conservatorship receive case management and often reside in congregate care settings such as mental health rehabilitation centers, skilled nursing facilities, and board and care facilities.
 - Conservatorship may last for up to one year and is evaluated for renewal annually.
- **Who will be impacted by SB 43?**
People with a severe substance use disorder who may have trouble caring for themselves could be detained by peace officers and placed on a 5150 detention. This may result in people with a severe substance use disorder being more likely to receive involuntary treatment or be placed on a conservatorship.

Peace officers will need to make a decision on whether a person meets the expanded criteria for grave disability which is defined as a condition in which a person as a result of a **mental health disorder, a severe substance use disorder, or a co-occurring mental health disorder and a severe substance use disorder**, is unable to provide for their basic needs for food or clothing or shelter **or access to necessary medical care or personal safety**.

Local hospitals and emergency rooms will likely see more people on 5150s brought in for evaluation and treatment. Because emergency rooms are best suited to manage the medical aspects of care associated with substance use disorders (versus the management of behavioral health and social needs), it is anticipated that peace officers will collaborate with EMS in the field to determine who specifically requires emergency medical services, and who can be safely transferred to alternative behavioral health settings such as CSUs, the County's Emergency Psychiatric Unit (EPU) and other sites. A clinical decision will need to be made as to whether continued detention is appropriate. Collaborative work will need to be done to mitigate concerns of additional behavioral health "boarding" in the emergency room setting.

Community-based substance use providers will likely have increased requests and contacts from crisis stabilization units, emergency departments, and hospitals for care transitions of clients.

- **What is considered "severe" substance use disorder under this new law?**

Clinically, the Diagnostic and Statistical Manual of Mental Disorders (DSM-5-TR) allows clinicians to specify how severe or how much of a problem a substance use disorder is. Out of eleven criteria outlined in the DSM-5-TR, a person would need to have six or more symptoms to indicate a "severe" substance use disorder.

In practice under SB 43, a peace officer will need to determine in the field whether a person appears to have a severe substance use disorder and would qualify for an initial 5150 hold under the new expanded criteria.

- **What happens if someone is placed on an LPS detention due to severe substance use disorder?**

The person would be transported to an LPS-designated facility – likely an emergency room or hospital (or an alternative site designated as LPS by the County) – for evaluation and treatment for up to 72 hours. After the 72 hours expires, a few different things could happen:

- The person could be released if the person does not continue with treatment; (e.g., they are no longer considered "gravely disabled");
- The person is released from the hold and enters voluntary treatment; or
- The person continues to receive involuntary treatment by being placed on a 5250 hold for up to 14 days.

- **If a person is brought in intoxicated, does the clearance of their intoxication mean that they'll be released?**

Severe substance use disorder is a diagnosis made independent of intoxication. Someone brought in on a 5150 detention suspected of severe substance use disorder may continue to be detained even after intoxication clears.

- **What if my loved one needs substance use treatment now?**

An array of substance use and mental health treatment options are always available by calling the County's **Access and Crisis Line** at 1-888-724-7240.

- **When will SB 43 be implemented in San Diego County?**

The County of San Diego, in collaboration with community partners, is currently planning key actions needed to support readiness for the changes brought forth by SB 43 which will occur on January 1, 2025.

- **How does SB43 intersect with the CARE Act Program?**

The **Community Assistance, Recovery, and Empowerment (CARE) Act program** creates a new pathway to deliver mental health and substance use services to people who are diagnosed with schizophrenia or other psychotic disorders and are not engaged in treatment. The intention of the CARE Act Program is to connect people to voluntary treatment through a civil court process.

With SB 43, the CARE Act program will be considered as a less restrictive path to treatment for people who are referred for LPS conservatorship through the **Office of the Public Conservator**.

- **How is SB 43 funded? Is there State or federal funding that comes with these changes?**

At this time, there is no designated State or federal funding to support implementation of SB 43. The County of San Diego is pursuing pathways to allow for services to be eligible for federal and State reimbursement.

- **Does SB 43 mandate or coerce people into treatment?**

Yes it could, if the person meets criteria and does not go into treatment voluntarily. SB 43 broadens who is eligible to be detained for involuntary treatment.

- **What steps is the County of San Diego taking to be ready by January 1, 2025?**

The County has started a multi-sector planning process to support rapid implementation of SB 43 on January 1, 2025. Planning efforts for four main readiness strategies are underway including:

- Education and training,
- Expanding treatment, services and supports for those with substance use disorder,
- Establishing alternatives to emergency departments for 5150 detentions, and
- Updating procedures and add capacity to support the Office of the Public Conservator.

Details on this implementation strategy were presented in a **Board Letter** at the County Board of Supervisors meeting on **April 9, 2024**. Visit the **Clerk of the Board of Supervisors webpage** to watch the meeting video.

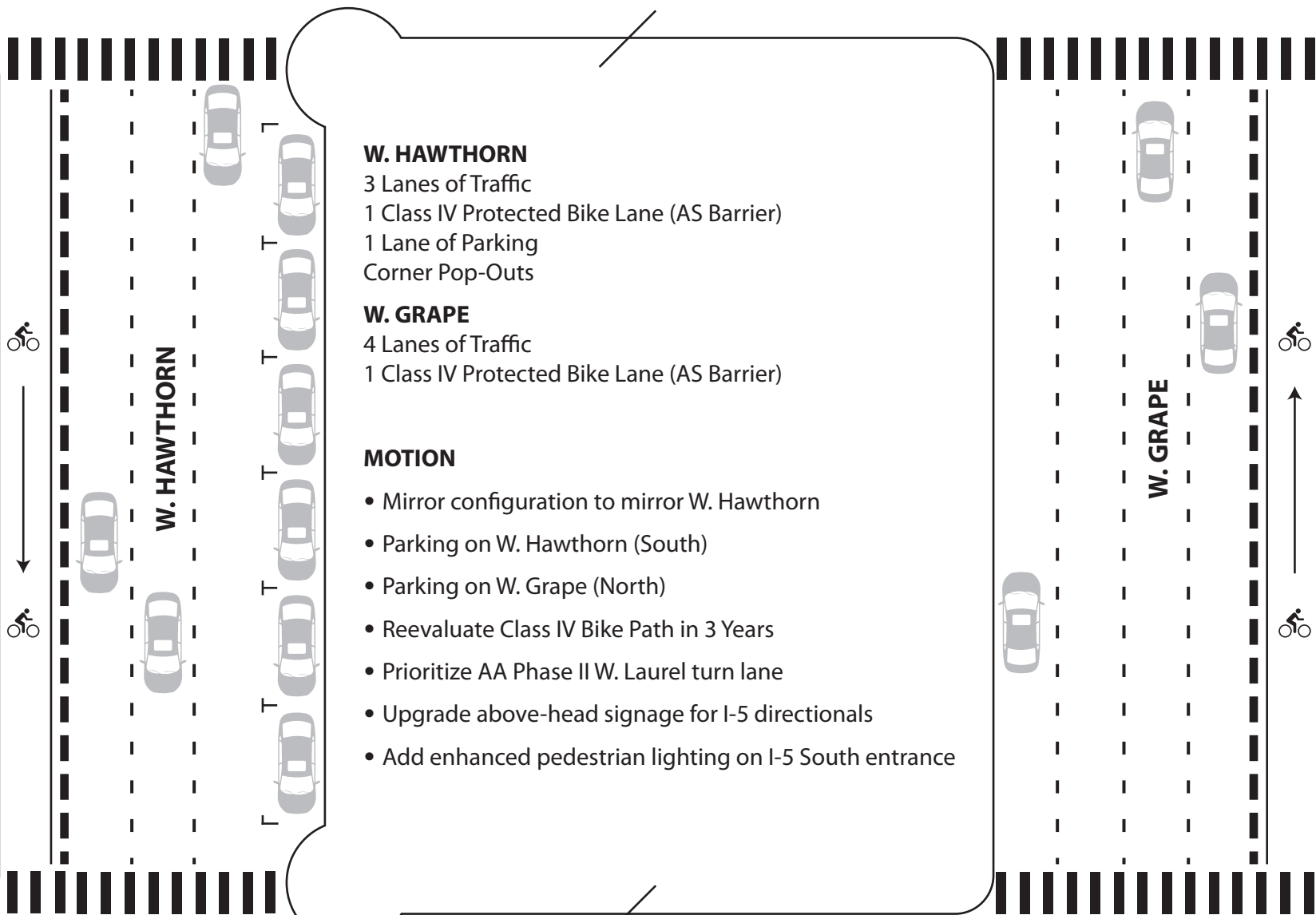
- **I have questions. Who can I talk to for answers?**

Please email Behavioral Health Services: BHSContactUs.HHSA@sdcounty.ca.gov.

Page last updated 7/18/24

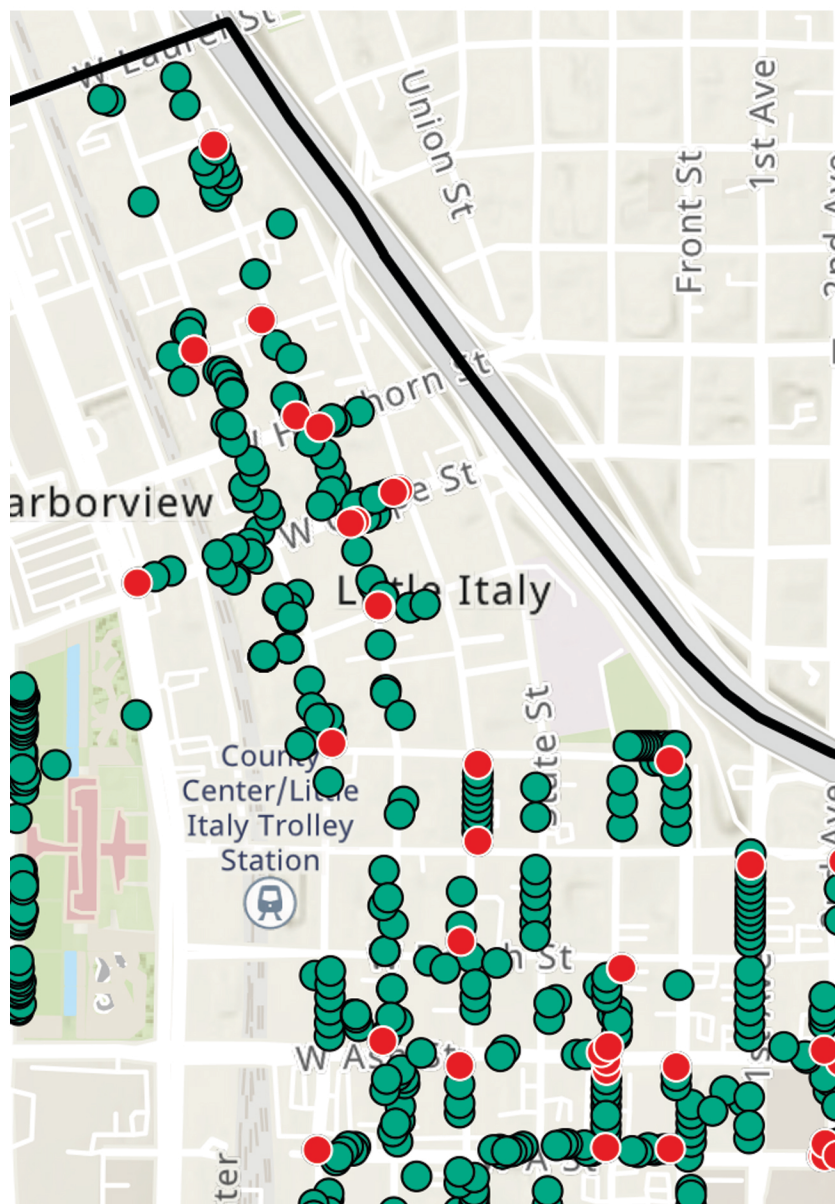
Parking & Mobility Committee W. Grape & W. Hawthorn Surface Street Conversion Plan

COLUMBIA



INDIA

Location Block	Description	Coding code txt	Notif.date	Required End	Notification	
1300	India	Red Curb + Moto	PAINT CURB - NEW	08/02/2024	10/31/2024	40300901869
2100	Kettner	Red Curb	PAINT CURB - NEW	08/12/2024	11/10/2024	40300903546
2200	Kettner	Red Curb	PAINT CURB - NEW	08/19/2024	11/17/2024	40300904752
2000	Kettner	Red Curb + Moto	PAINT CURB - NEW	08/16/2024	11/14/2024	40300904355
1400	Union	Red Curb + Moto	PAINT CURB - NEW	08/12/2024	11/10/2024	40300903544
1300	Union	Red Curb + Moto	PAINT CURB - NEW	07/25/2024	10/23/2024	40300897289
200	W. A	Red Curb	PAINT CURB - NEW	07/24/2024	10/22/2024	40300897055
200	W. Ash	Red Curb	PAINT CURB - NEW	08/01/2024	10/30/2024	40300898859
600	W. Fir	Red Curb + Moto	PAINT CURB - NEW	08/16/2024	11/14/2024	40300904352
700	W. Hawthorn	Red Curb + Moto	PAINT CURB - NEW	08/13/2024	11/10/2024	40300903765





Bill Text: CA AB413 | 2023-2024 | Regular Session | Chaptered California Assembly Bill 413

Bill Title: Vehicles: stopping, standing, and parking.

Spectrum: Partisan Bill (Democrat 1-0)

Status: (*Passed*) 2023-10-10 - Chaptered by Secretary of State - Chapter 652, Statutes of 2023. [AB413 Detail]

Download: California-2023-AB413-Chaptered.html

Assembly Bill No. 413

CHAPTER 652

An act to amend Section 22500 of the Vehicle Code, relating to vehicles.

[Approved by Governor October 10, 2023. Filed with Secretary of State October 10, 2023.]

LEGISLATIVE COUNSEL'S DIGEST

AB 413, Lee. Vehicles: stopping, standing, and parking.

Existing law prohibits the stopping, standing, or parking of a vehicle in certain places and under certain conditions, including within an intersection, on a sidewalk or crosswalk, or in front of a fire station. Existing law additionally authorizes local jurisdictions to, by ordinance, restrict parking in certain areas, at certain times, and for certain reasons, and to establish metered parking.

This bill would prohibit the stopping, standing, or parking of a vehicle within 20 feet of the vehicle approach side of any unmarked or marked crosswalk or 15 feet of any crosswalk where a curb extension is present, as specified. The bill would, prior to January 1, 2025, authorize jurisdictions to only issue a warning for a violation, and would prohibit them from issuing a citation for a violation, unless the violation occurs in an area marked using paint or a sign.

By restricting parking in certain areas, this bill would impose a state-mandated local program.

The California Constitution requires the state to reimburse local agencies and school districts for certain costs mandated by the state. Statutory provisions establish procedures for making that reimbursement.

This bill would provide that, if the Commission on State Mandates determines that the bill contains costs mandated by the state, reimbursement for those costs shall be made pursuant to the statutory provisions noted above.

Digest Key

Vote: majority Appropriation: no Fiscal Committee: yes Local Program: yes

Bill Text

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 22500 of the Vehicle Code is amended to read:

22500. A person shall not stop, park, or leave standing any vehicle whether attended or unattended, except when necessary to avoid conflict with other traffic or in compliance with the directions of a peace officer or official traffic control device, in any of the following places:

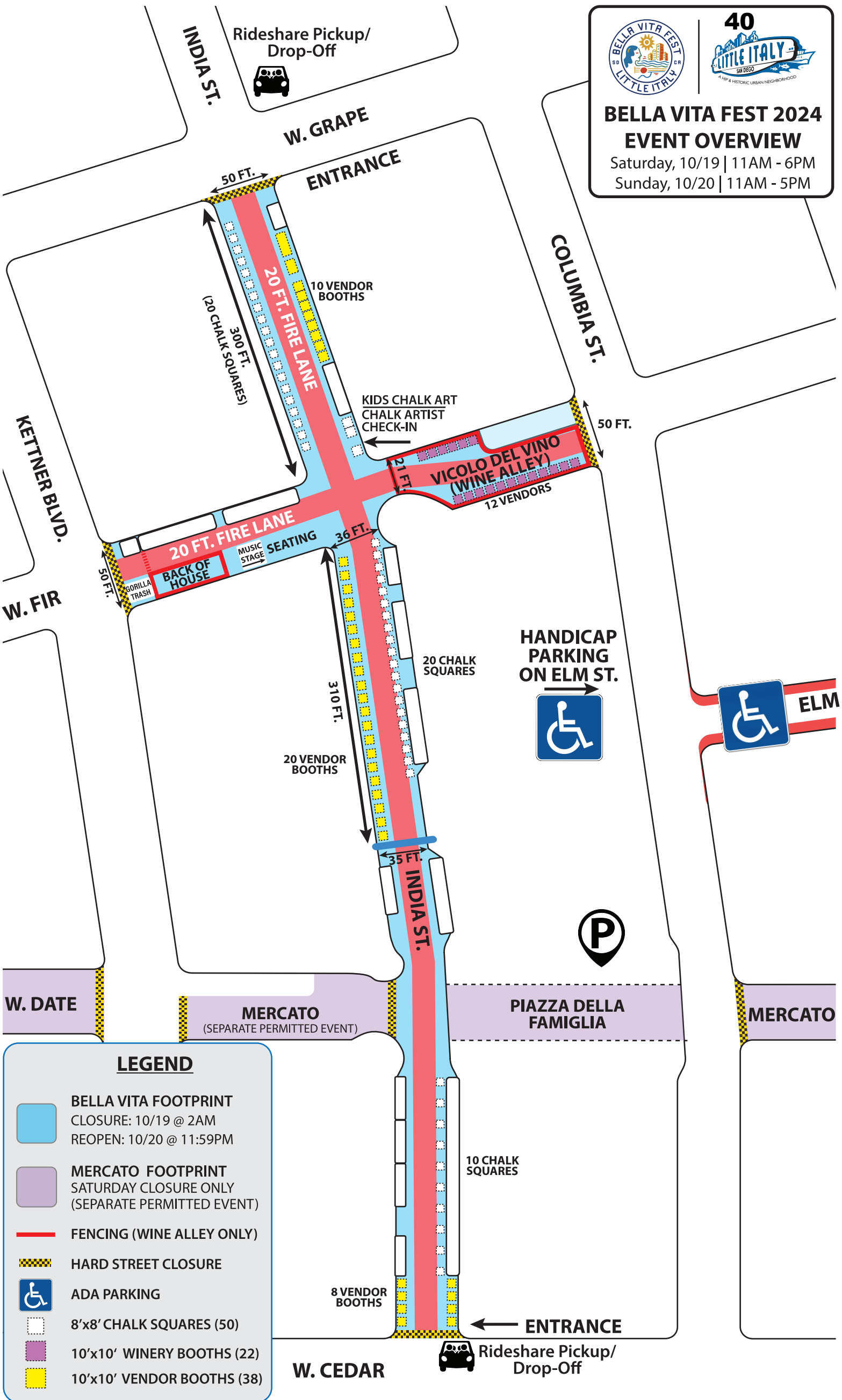
(a) Within an intersection, except adjacent to curbs as may be permitted by local ordinance.

- (b) On a crosswalk, except that a bus engaged as a common carrier or a taxicab may stop in an unmarked crosswalk to load or unload passengers when authorized by the legislative body of a city pursuant to an ordinance.
- (c) Between a safety zone and the adjacent right-hand curb or within the area between the zone and the curb as may be indicated by a sign or red paint on the curb, which sign or paint was erected or placed by local authorities pursuant to an ordinance.
- (d) Within 15 feet of the driveway entrance to a fire station. This subdivision does not apply to any vehicle owned or operated by a fire department and clearly marked as a fire department vehicle.
- (e) (1) In front of a public or private driveway, except that a bus engaged as a common carrier, schoolbus, or a taxicab may stop to load or unload passengers when authorized by local authorities pursuant to an ordinance.
- (2) In unincorporated territory, where the entrance of a private road or driveway is not delineated by an opening in a curb or by other curb construction, so much of the surface of the ground as is paved, surfaced, or otherwise plainly marked by vehicle use as a private road or driveway entrance, shall constitute a driveway.
- (f) On a portion of a sidewalk, or with the body of the vehicle extending over a portion of a sidewalk, except electric carts when authorized by local ordinance, as specified in Section 21114.5. Lights, mirrors, or devices that are required to be mounted upon a vehicle under this code may extend from the body of the vehicle over the sidewalk to a distance of not more than 10 inches.
- (g) Alongside or opposite a street or highway excavation or obstruction when stopping, standing, or parking would obstruct traffic.
- (h) On the roadway side of a vehicle stopped, parked, or standing at the curb or edge of a highway, except for a schoolbus when stopped to load or unload pupils in a business or residence district where the speed limit is 25 miles per hour or less.
- (i) Except as provided under Section 22500.5, alongside curb space authorized for the loading and unloading of passengers of a bus engaged as a common carrier in local transportation when indicated by a sign or red paint on the curb erected or painted by local authorities pursuant to an ordinance.
- (j) In a tube or tunnel, except vehicles of the authorities in charge, being used in the repair, maintenance, or inspection of the facility.
- (k) Upon a bridge, except vehicles of the authorities in charge, being used in the repair, maintenance, or inspection of the facility, and except that buses engaged as a common carrier in local transportation may stop to load or unload passengers upon a bridge where sidewalks are provided, when authorized by local authorities pursuant to an ordinance, and except that local authorities pursuant to an ordinance or the Department of Transportation pursuant to an order, within their respective jurisdictions, may permit parking on bridges having sidewalks and shoulders of sufficient width to permit parking without interfering with the normal movement of traffic on the roadway. Local authorities, by ordinance or resolution, may permit parking on these bridges on state highways in their respective jurisdictions if the ordinance or resolution is first approved in writing by the Department of Transportation. Parking shall not be permitted unless there are signs in place, as may be necessary, to indicate the provisions of local ordinances or the order of the Department of Transportation.
- (l) In front of or upon that portion of a curb that has been cut down, lowered, or constructed to provide wheelchair accessibility to the sidewalk.
- (m) In a portion of a highway that has been designated for the exclusive use of public transit buses.
- (n) (1) (A) Within 20 feet of the vehicle approach side of any marked or unmarked crosswalk or within 15 feet of any crosswalk where a curb extension is present.
- (B) Notwithstanding subparagraph (A), a local authority may establish a different distance if both of the following requirements are met:
- (i) A local authority establishes the different distance by ordinance that includes a finding that the different distance is justified by established traffic safety standards.
- (ii) A local authority has marked the different distance at the intersection using paint or a sign.
- (2) Notwithstanding paragraph (1), a local authority may permit commercial vehicle loading or unloading within 20 feet of the vehicle approach side of any marked or unmarked crosswalk or within 15 feet of any crosswalk where a curb extension is present if both of the following requirements are met:
- (A) A local authority authorizes the commercial vehicle loading and unloading by ordinance and identifies the crosswalk or crosswalks in the ordinance.
- (B) A local authority has marked the commercial loading and unloading areas with paint or signage.
- (3) Notwithstanding paragraph (1), a local authority may permit parking for bicycles or motorized scooters within 20 feet of a crosswalk.
- (4) Prior to January 1, 2025, jurisdictions may only issue a warning, and shall not issue a citation, for a violation unless the violation occurs in an area marked using paint or a sign.









SEC. 2. If the Commission on State Mandates determines that this act contains costs mandated by the state, reimbursement to local agencies and school districts for those costs shall be made pursuant to Part 7 (commencing with Section 17500) of Division 4 of Title 2 of the Government Code.



BELLA VITA FEST 2024
EVENT OVERVIEW
 Saturday, 10/19 | 11AM - 6PM
 Sunday, 10/20 | 11AM - 5PM



LEGEND

-  **BELLA VITA FOOTPRINT**
CLOSURE: 10/19 @ 2AM
REOPEN: 10/20 @ 11:59PM
-  **MERCATO FOOTPRINT**
SATURDAY CLOSURE ONLY
(SEPARATE PERMITTED EVENT)
-  **FENCING (WINE ALLEY ONLY)**
-  **HARD STREET CLOSURE**
-  **ADA PARKING**
-  **8'x8' CHALK SQUARES (50)**
-  **10'x10' WINERY BOOTHS (22)**
-  **10'x10' VENDOR BOOTHS (38)**