

# C3 Views

translating vision into action

## SANDAG's 2050 Regional Transportation Plan is Underway

### SANDAG has embarked

upon its required periodic update of the region's comprehensive transportation plan. Composed of elected officials from its member agencies, SANDAG is the region's metropolitan planning organization which plans, programs and allocates transportation funds, among other regional roles. The Regional Transportation Plan (RTP) is vitally important for the region. The current 2007 RTP includes \$57 billion in improvements through 2030.

This RTP update takes on new significance. It must respond to Senate Bill 375, which is a new state law mandating better coordination of regional transportation, land use, and housing planning to implement greenhouse gas reduction measures required by Assembly Bill 32. Additionally, SB 375 provides incentives for local governments and developers to plan and build more sustainably.

Please visit [www.sandag.org](http://www.sandag.org) to learn more about the preparation of the 2050 RTP. The C-3 board will be participating in the development of this influential plan, which is scheduled for adoption in July 2011. •

*Manjeet Ranu, AICP  
C-3 Board Member*



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## C3 Mission Statement

To establish a non-partisan, non-profit organization of informed citizens which will strive for the conservation and improvement of the San Diego region.

To present objective information, constructive opinion, and educational programs, reflecting the deliberation of its members. To weigh all matters in view of the contribution toward achieving the highest standard of environmental quality, physical design, economic benefit, and social progress.

**C3 Views** is published quarterly to inform C3 Members on Board activity, and to promote excellence in land use planning in the San Diego Region. The views expressed inside, unless specifically noted, may not necessarily reflect those of C3 as an organization.

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Editor: Kacie Bluhm

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## From the Office:

It's been just over one year since I stepped in to fill the very-large shoes of veteran office manager Phyllis McGrath, and in those incredibly busy thirteen months, I can't believe I never properly introduced myself!

So, hello! I have had the pleasure of meeting many of the membership at Breakfast Dialogues, our Awards Event, as well as at the Membership Meeting in March. For the remainder of you who may know me as the name on the bottom of all of your emails—I figured it only appropriate to give you a little background on myself, as well as some of the changes that you may have noticed at C3 over the past year.

A transfer from Chicago in 2002 to attend the University of San Diego, after four years of living at the beach (and a degree in English), I knew I was a San Diegan for good. I took a year to study abroad, receiving my Masters in Publishing and Communications from the University of Sydney in 2008. My work experience has included corporate event planning and public relations, freelance writing and editing, as well as graphic design. I became involved with C3 through an event planning volunteer role with the California Housing Consortium, which led to consulting work with the San Diego Housing Federation, and now my job with C3. Personal interests of mine include my dog, Jack (ask me, I will show you the myriad of pictures I have of him on my phone), oil painting, and exploring the restaurants around the East Village, where I just moved.

In the last year, one of my main goals at C3 is to make the office more paper-friendly. You may have noticed that breakfast dialogue notifications are now only sent out via-email. This is in an effort to limit our paper use, as well as printing and mailing costs. Overall, this switch saves C3 over \$1,200 a year (and a lot of paper). If you haven't been receiving the email notifications, please call or email the office and let me know! We still want to see you at the dialogues.

Another goal is modernization of payment methods. Paypal registration for events is now accepted, allowing for quicker registration (and a little more sleep-in time for attendees) the morning of dialogues. If you haven't noticed—C3 also has a Facebook page, with our event listings, pictures, articles sent to us from our members, and up-to-date information on C3 as well as other organizations we think you may find interesting. We have a Twitter too! (CitizenSanDiego).

Some changes to look forward to are the unveiling of our new website, the return of the monthly member news letter (however, you can view member news now in the Views, and please keep sending me your updates!), and exciting updates on C3's 50th Anniversary.

If you ever have any comments, questions, or suggestions, please do not hesitate to pass them along.

Sincerely,

Kacie Bluhm

C3 Office Manager

## Contributors

*Thank You to Summer 2010's*

*Contributing Writers:*

Charles Kaminski

Dahvia Lynch

Manjeet Ranu

Evelyn Shields

Judy Swink

Susan Tinsky

## Contact:

For information, questions, or comments:

5252 Balboa Ave

Suite 207

San Diego, CA 92117-7005

(619) 232-7196

c3sandiego@sbcglobal.net

Twitter: CitizenC3

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### County General Plan Update:

#### Equity Mechanisms Recieve a Mandate for Further Study

The County of San Diego Planning Commission met on April 16th to make its recommendation to the Board of Supervisors regarding the future of the County General Plan. The Commissioners voted 6 – 1 (with Commissioner Day voting no) to recommend that the draft plan and accompanying documents presented to it be forwarded to the Board of Supervisors for their consideration.



The Commission also directed staff to address calls for an equity mechanism by developing a Transfer of Development Right program for the Commission’s consideration prior to going to the Board of Supervisors. C3 members testified at the Commission meeting as part of

a broad coalition in support of further studying equity mechanisms. Our comments emphasized that any equity mechanism contemplated by the County should be implemented strictly as a planning tool rather than an economic tool. Furthermore, the County should not give credence to arguments that property owners should be compensated for a valid use of police power. Instead, equity mechanisms should be used to achieve valuable planning goals such as focusing future growth in a more beneficial way: to conserve water resources, reduce infrastructure costs, protect agricultural lands and habitat, and reduce risk to persons and property during wildfires. Our coalition partners in this effort included the San Diego County League of Women Voters, San Diego County Taxpayers Association, Move San Diego, San Diego Housing Federation, Center on Policy Initiatives, and Save our Rural Heritage.

Following the Planning Commission direction on April 16th, County staff called a public meeting which included the County General Plan Update Steering Committee and Interest Group to discuss the proposed Transfer of Development Rights Program. At the meeting, items for the broad discussion included the specific criteria for inclusion of equity mechanisms and potential issues that could arise in the development of a program. C3 was in attendance at this meeting and will continue to be engaged as the process moves forward. •



#### From the Sustainability Committee:

As part of C3’s ongoing commitment to a sustainable quality of life in San Diego, the Sustainability Committee is updating the foundational document “Toward Permanent Paradise” (circa 1990) to reflect the current context of the region and recent developments in the field of sustainability. The updated information will provide a fresh perspective on C3’s timeless principles and will be accompanied by an action plan.

Consistent with C3’s mission, this updated resource will be based on dialogue with foremost local experts on issues such as water, energy, land use, and other key topics affecting the environmental and economic sustainability of our region. The final document will be based in grassroots conversation and may be a topic of Breakfast Dialogues in 2011. The C3 Sustainability Committee is coordinating with San Diego State University’s “Sustainable Community Planning and Education” (SCOPE) Lab under Dr. Larry Herzog with the support of SDSU graduate and C3 Board Member, Paul McNeil. The SCOPE Lab graduate students will be assisting C3 in updating “Toward Permanent Paradise”.

The C3 Sustainability Committee and SCOPE Lab are currently developing a detailed strategy for completing this plan, and considering an array of mediums for collaborating with fellow organizations and citizens to refine and implement the plan recommendations.

The Sustainability Committee aims to complete this tool for regional discourse and action by Fall of 2011, in time to celebrate C3’s 50th Anniversary. We look forward to sharing this work with C3 members and the broader community. •

### C3 and the San Diego Foundation's New BetterGiving Website

This month C3 was named an 'Early Adopter' as one of the first organizations to participate in the San Diego Foundation's newest efforts in fundraising—The BetterGiving website. In conjunction with Guidestar, an information service specializing in nonprofits, the BetterGiving website is a place where organizations can create an extensive online portrait where members of the community, potential donors, or anyone who is interested can find detailed information on whichever organization they choose. The portraits contain everything from detailed financial data, to goals and wish lists, to what the nonprofits consider their greatest achievements of the past year.

*"BetterGiving SD is a place to learn about nonprofits who serve our communities and make the Greater San Diego region a better place. Each nonprofit portrait contains information about programs, management, governance and financial status".*

Becoming a part of the BetterGiving website also creates a variety of new and exciting fundraising opportunities for C3. The San Diego Foundation will be directing potential donors to the site where they can search through profiles via keywords. Donors will be able to support C3 securely through the site by credit card, as well as find all the information they need to reach the organization, participate in committees, contact board members, and attend events. Also, The San Diego Foundation has set aside funds for 'match days', where they will match the amount of funds raised by any organization in a given day. Now, in one location, anyone can find everything they need to know about C3.

Over the first two weeks of July the profiles are being reviewed and uploaded by the San Diego Foundation, but should be available for viewing in mid-July.

Make sure to take a look!

[www.bettergivingsd.org](http://www.bettergivingsd.org)

### Welcome this Summer's New Members

- Kristen Aliotti
- Janet Fairbanks
- Graham Forbes
- John Gallup
- Bill & Judy Goldman
- Bill Kuni

Thank you, and Welcome!

### San Diego's Waterfront Discussion

Notes from the June Meeting at Embarcadero Conference Center, Courtesy of Mary Lydon and ULI

Sponsored by the Urban Land Institute (ULI), this workshop was organized by a broad based civic coalition including David Malmuth, Scott Peters, Mike Stepner, Steve Haase, and including architects Rob Quigley, and Stan Eckstut as an interactive workshop process with those who are interested in the downtown waterfront. There were approximately 120 people in attendance.

Mary Lydon welcomed everyone and introduced ULI which is part of an international nonprofit organization that focuses on research and education around best land use practices.

David Malmuth discussed the original idea of creating a conference called "Art in the City: Art and Culture as Transformative Tools" to be held in conjunction with

the Art San Diego Contemporary Art Fair scheduled for Sept 2-5, 2010. He explained that while this planning outreach effort was advertised as the first of three workshops to develop consensus on a refined master plan which builds on previous efforts and responds to concerns expressed by community members and the Coastal Commission, the Board of the Port District has postponed the other workshops until perhaps this fall. He discussed his contributions in creating space for programming art and culture in New York City and Hollywood. He believes that San Diego is a prime candidate for these best practice solutions. He envisions developing a compelling vision with community input for the San Diego bay front and seeks consensus on the needed changes to the Port District's Phase One North Embarcadero Visionary Plan that will satisfy the public and the Coastal Commission. He wants to see this important project go forward and believes that there is a critical need for management strategies to program and fund activated space on the waterfront, especially on the Broadway Pier and within the proposed Terminal.

Rob Quigley presented some historic facts and images of the many schemes developed over the past 30 years by experts from all over the country for the City, the County, and the Port Authority. All schemes have sought to find a balance between the need for public open space, a working waterfront, economic growth and stability, and urban design and planning. He shared his concerns about the current design of the Broadway Pier and Cruise Terminal building which include that the current scheme "privatizes" the Pier and removes the civic

*"Programming a Waterfront, or any urban space, must be founded in story telling."*

*-Mike Stepner*

heart from the plan. He believes that a redesign could potentially put back a sense of ceremony at the foot of Broadway. He also expressed a strong need to develop a program for the Cruise Terminal building so that it is returned to the public realm for as much time as is practical. He shared his concerns about the current

*Continued on next page*

design of the Broadway Pier and Cruise Terminal building which include that the current scheme “privatizes” the Pier and removes the civic heart from the plan.

Stan Eckstut stated that City Design has an average life span from concept to fulfillment of 15 years. He described his thoughts that successful urban waterfront design should be laid out within a 1500 ft. radius of its heart, which is a 5 minute walking experience. San Diego is bigger than many other major metropolitan waterfronts which offers both opportunities and challenges. Within 3,000 feet from the foot of Broadway are several historic and cultural venues including the Maritime Museum, The Midway Museum, the County Administration Building, Tuna Fleet facilities, and the YMCA. So the concept of developing an “Arts and Culture District” at the waterfront already has a good start. Additional opportunities for arts programming exist on the promenade: the Navy Pier, the B-Street Pier, the open space in the Lane Field plan, and the 1.9 acre park at the corner of Broadway and Harbor. Indeed, he suggested that the ground floor could be utilized by cultural entities in addition to traditional retail and restaurants. He concluded by reinforcing the earlier points made about the need for programming – particularly with respect to the Cruise Terminal – by stating the building could be the home for a rotating series of performance and cultural events which showcase the best of San Diego arts.

Mike Stepner stated that programming a waterfront or any urban space must be founded in story-telling. The public realm, public open space, and necessary public access include the ground floor design and uses of all buildings, streetscapes, sidewalks, plazas, and parks. The ground floor of all waterfront buildings should focus on art and culture activities; celebrate historic memorials and create new ones. He believes that John Nolen’s original plan for the waterfront carries the most historic merit for its past and its future. •

### Legacy Campaign

Citizens Coordinate was founded in 1961 by a group of concerned citizens led by Lloyd Ruocco and Esther Scott with the support of Hamilton Marston and Ellen Revelle. Their objectives were to conserve and promote “a handsome and functional community” through research, education, and coordinated citizen action. In the next decade, through a grant from the Marston



Public enjoying the San Diego Waterfront

family, San Diego was offered a compelling view of itself by renowned urban planners Donald Appleyard and Kevin Lynch.

Their 1974 visionary and seminal plan-

ning document, *Temporary Paradise?* influenced conservation programs now being implemented in the region, and addressed the challenges of redirecting growth into existing communities.

*Toward Permanent Paradise* is C3’s update of *Temporary Paradise?* with application of its principles to the challenges which have arisen as concerns

about conserving regional environmental resources have redirected growth into existing communities. *Toward Permanent Paradise* advances our vision, and offers a comprehensive approach to growth management by encouraging open space, high standards of urban design, and coordination of planning between public and private sectors so San Diego’s continuing development will complement its natural setting.

As C3 looks to 2011, we hope to inform

the region with our newest planning document, *Sustainable Paradise*, to help define and effectively communicate a set of science-based, widely supported, and actionable principles, goals, priorities, and strategies for achieving local sustainability. Through collaboration with other public agencies and organizations, we hope the San Diego region will be inspired to implement this plan.

To help us introduce *Sustainable Paradise* and to mark our 50th year milestone, C3 is inviting you to partner with us in our Legacy Campaign. As part of the strategy to give our organization a solid fiscal footing, the Legacy Campaign envisions a tiered giving structure enabling you, our members, to participate at a level that each one of us can manage.

The years 2010-2011 mark a momentous occasion for C3: our Golden Anniversary. That means it’s been 50 years since a handful of citizen activists decided to work together to preserve San Diego’s unique environment. This is a once in a lifetime event, and we intend to celebrate properly— honoring past presidents and board directors, our dedicated membership, outstanding individuals and businesses who have demonstrated C3’s mission, and

of course, the decades of hard work C3 has put into the San Diego region. Become a part of this significant milestone in C3’s history by participating in our new 50 for 50 campaign.

What we’d love most for our birthday is a 50 dollar contribution from the people in our lives. That’s just one dollar for every year C3 has been a part of San Diego history, working to keep our community beautiful. Each 50 for 50 contributor will receive special recognition in our C3Views, as well as at our 50th Anniversary Gala in 2011. Help celebrate us our Big 5-0 , and become a special part of C3’s history! • **For more information on becoming a part of C3’s 50 for 50 Campaign, see Page 10.**

“Become a part of this significant milestone in C3’s history by participating in our new 50 for 50 Campaign.”

## Breakfast Dialogue Program

With the City of San Diego one year into water restrictions and our region facing a future of decreased water availability and growing water shortages, April's Breakfast Dialogue, "Showers to Flowers or Toilet to Tap: A Solution to the Region's Water Supply?" explored one possible solution to the water availability shortfall. Moderated by Marco Gonzalez, Executive Director of San Diego Coastkeeper, and panelists Michael Markus, General Manager of the Orange County Water District; Marsi Steir, Deputy Director, Long Range Planning and Water Resources with the City of San Diego Public Utilities Department; and Rick Gersberg, Professor of Environmental Health at San Diego State University's Graduate School of Public Health, informed the audience of the success and acceptance of recycled water usage for potable use in Orange County and explored the possible political, health, and environmental considerations necessary to move forward with a similar strategy here in San Diego. The event was sponsored by the law firm of Best, Best & Krieger.

By the publication date this edition of the C3 Views, the City of San Diego's Proposition D June ballot item will have been decided. To keep our members and the community informed, the May Breakfast Dialogue, "A Strong Mayor Government: How Well has it Functioned? Should it be Made Permanent?" featured two of the City of San Diego's most colorful and articulate Councilmembers: Donna Frye, District 6, and Carl DeMaio, District 5. Completing the panel was Michael Jenkins, Attorney and Mediator, who gave the audience a bit of history of the previous City Manager form of government which San Diego relied upon up until 2005. Councilmember DeMaio represented the pro-D position, and Councilmember Frye spoke to the opposite, advocating the defeat of the ballot. Cary Lowe, Attorney and Mediator, took his role as moderator very seriously and made sure each side had their say. The May's Dialogue was sponsored by the law firm of Hecht, Solberg, Robinson, Goldberg & Bagley.

June's Dialogue, "County of San Diego General Plan – Challenges for Rural Growth", will discuss the final phase of the County update to the General Plan to address the issues of growth in a region rapidly utilizing the last of its undeveloped land in the cities. The panel will examine how the issues of environmental conservation, revised growth projections, rural character, and the economics of agriculture can be reconciled. Baldwin and Sons will sponsor the event. The Panelists are Devon Muto, Interim Chief – General Plan,

## Upcoming Events

### June, 2010

- June 24, 2010: Breakfast dialogue: County General Plan  
7:30-9:15 am Holiday Inn Embarcadero
- June 26, 2010: Walk San Diego Community Walk: Kensington I  
9:00 am Kensington Library
- June 29, 2010: Celebrating the Architecture of Sim Bruce Richards  
5:30-7:30pm [www.sandiegohistory.org](http://www.sandiegohistory.org)

### July, 2010

- July 11, 2010: San Diego Foundation 35th Anniversary  
4:00 pm Embarcadero Marina Park South
- July 17, 2010: Walk San Diego Community Walk: Balboa Park II  
9:00 am 6th Avenue and Laurel Street
- July 22, 2010: Breakfast dialogue: Chula Vista Bayfront  
7:30-9:15 am Holiday Inn Embarcadero

### August, 2010

- August 14 2010: Walk San Diego Community Walk: Kensington II  
9:00 am Kensington Library
- August 26, 2010: Breakfast dialogue: Topic, TBD  
7:30-9:15 am Holiday Inn Embarcadero

County of San Diego; Eric Larson, Director - San Diego County Farm Bureau; and Jim Whalen, J. Whalen Associates. Betsy McCullough, Former City of San Diego Planning Official will be the moderator.

July's dialogue focuses on the Chula Vista Bayfront Master Plan. With all the recent press, is the City of Chula Vista/Port of San Diego agreement as successful as the media played it out to be? Hopefully, we will be able to explore this topic in July.

Potential topics being considered for the remainder of the year include: the Del Mar Fairgrounds and State Senator Chris Kehoe's greenway bill, Balboa Park's Conservancy/ Plaza de Panama, SANDAG/SB375, Water Bonds, Landfill in San Diego County, and hopefully, we can also hold dialogues reflecting November ballot issues which could affect the quality of land use, planning, and sustainability in our region.

Thanks to two of our members who sent ideas for Dialogues: one suggestion we received was from Anthony Mendiola, new C3 Member, and a student at SDSU who observed, after completing two projects this semester, one centered in San Ysidro, and one in City Heights along El Cajon Blvd, "...that there is a 'huge' disconnect between the City of Villages concept and its implementation in the region." Another member who is a senior policy analyst and adjunct professor at USD offered that a panel on transportation, road transportation policies and transit for the region would be a good Breakfast topic. The Breakfast Dialogue Committee and the C3 Board will certainly consider these suggestions and welcome additional ideas from our membership.

**Interested in joining the breakfast dialogue committee, or have an idea for a dialogue you'd like to see?**

**Contact the C3 Office at [c3sandiego@sbcglobal.net](mailto:c3sandiego@sbcglobal.net) •**

**Summer 2010**

## Guerrilla Gardening: A New Spin on an Old Kind of Activism

It's only been three months since Daniel Phillips, environmental designer, placed his first Seedbomb Vending Machine in an art gallery in LA's Chinatown, and already there is quite a buzz surrounding the grassroots GreenAid project.

GreenAid is a creation of Commonstudio, a Los Angeles design practice with an emphasis on issues of urban ecology, social enterprise, and adaptive reuse. Phillips and his partner Kim Karlsrud, an artist, came up with the unique idea after an odd gift.

"I had a family member who had an empire of candy machines on the east coast, and I was handed down five of them," says Phillips. "I was like, what are we supposed to do with these?"

After working for many years on the restoration of the Los Angeles River, Phillips, inspired by the work of guerrilla gardeners of the past, discovered a new way he could use his vending machines. Seedbombs.

*"Seedbombing has become limited now, by the fact that a lot of people don't have the time or the means to make them themselves. So this is those two factors aligning."*

'Seedbombing' originated in New York, where groups of activists would, "fill socks and condoms with soil, water, and seeds," and then throw these into areas where beautification was needed. This included vacant lots, parking medians, anywhere affected by urban sprawl.

"Seedbombing has becoming limited now," Phillips says, "by the fact that a lot of people don't have the time or the means to make them themselves. So this is those two factors aligning."

Greenaid has scaled down the size of the Seedbombs to that of a gumball. Each

bomb (under ideal conditions) will spout in three days. They contain clay, compost, and 500 wildflower seeds unique to each vendor's climate. Right now, GreenAid offers seven different climate mixes—Northwest, Southwest, Mountain, Midwest, Southeast,

Texas, and Western, but they are developing more, including food seeds.

"There's been a lot of international interest, imagine the impact we could have in Haiti, rural communities in developing worlds."

The Seedbombs are placed in special GreenAid vending machines,

and for the cost of a gumball anyone can purchase one and do their part to help beautify their neighborhood. There's something very satisfying about being able to chuck something into your urban landscape, which is a community-involvement aspect GreenAid offers that is unlike any other.

GreenAid is also developing an interactive mapping interface through their website, where Seedbombers can login and mark places where Seedbombing intervention is needed, or someone has placed a Seedbomb that may need looking after. "We hope this interface will strengthen the movement around it through sharing."

So in three months, it seems like GreenAid has come pretty far from that single vending machine in Chinatown.

"We just got our first 'mobile' machine," says Phillips. "It's on the back of an ice cream truck."

Besides the one mobile machine, there are nine other stationary vending machines placed around California, and one newly placed machine in Chicago.

Phillips wants the movement to grow where they can offer machines to schools

*"We're reaching out to people. We hope they reach out to us."*

for fundraisers, or for concerts. Right now, the vending machines area available for both lease and purchase. Many green-oriented businesses in Los Angeles have purchased machines, including high-end designer Fred Segal. What the early purchasers are finding is that the first ten have been successful, and profitable.

"All Seedbombs are handmade, all information packets are hand rolled, hand-stamped... there's a lot of human effort involved, which we like. We're reaching out to people, we hope they reach out to us" •



*Sprouting Seedbomb*

For more information on Commonstudio, GreenAid, or to Purchase a Vending Machine or Seedbombs, visit

<http://thecommonstudio.com/>

## Summer 2010 Member News

*C3 is proud of our members, and we want to make sure your accomplishments are shared with the community. If you would like to share your news with the membership, send an email to [c3sandiego@sbcglobal.net](mailto:c3sandiego@sbcglobal.net).*

### Congratulations



Howard Wayne won the Primary Election nomination to run for the San Diego City

Council, District 6, which includes Clairemont, Linda Vista, Serra Mesa, and Mission Valley, in the fall. Howard is a longtime active C3 Member.

Jim Mumford, of Greenscaped Buildings, announced the completion of its Living Wall at Procopio, Cory, Hargreaves & Savitch LLP in Downtown San Diego.

Rita Monares of Interior Arch, SD is pleased to announce the completion of her dream project, La Maestra Community Health Center. The use of sustainable products was a key objective in the design process to the City Heights Community Health Center, which is LEED (c) Gold Certified.



*Workers at Greenscaped Building's Procopio Living Wall*



*La Maestra Community Health Center*

Plaza de Panama to the CIP list for Balboa Park. With the goal of completing transformation of the Plaza from parking to its original use as a pedestrian plaza in time for the 2015 Centennial Celebration of the Panama-California Exposition of 1915. This has been a goal of C-3, along with others, since the 1970s. We already know how successful a similar transformation has been since closing off the Prado to vehicles over 20 years ago. In mid-May, the Balboa Park Task Force presented its Report to the Council Rules Committee and we hope to be docketed for City Council sometime in July. In Mission Bay Park, final steps are proceeding toward construction of the long-anticipated Rose Creek Pedestrian-Bicycle Bridge, completing a path around the north end of Mission Bay that will eventually connect with trails from the north and east.

### Parks & Open Space

Judy Swink, C3 member and Parks & Open Space Chair reports:

In April, the Balboa Park Committee voted to add the Plaza de Panama to the CIP list for Balboa Park. With the goal of completing transformation of the Plaza from parking to its original use as a pedestrian plaza in time for the 2015 Centennial Celebration of the Panama-California Exposition of 1915. This has been a goal of C-3, along with others, since the 1970s. We already know how successful a similar transformation has been since closing off the Prado to vehicles over 20 years ago. In mid-May, the Balboa Park Task Force presented its Report to the Council Rules Committee and we hope to be docketed for City Council sometime in July. In Mission Bay Park, final steps are proceeding toward construction of the long-anticipated Rose Creek Pedestrian-Bicycle Bridge, completing a path around the north end of Mission Bay that will eventually connect with trails from the north and east. In April, the Balboa Park Committee voted to add the

### In the Community

Don Wood is hard at work with C3 Board Member Diane Coombs leading the Navy Broadway Complex Coalition. As Chair of the Water & Energy Committee, he is also trying to keep the Board informed on local energy and water issues, including SDG&E's Sunrise Powerlink proposal and the city's indirect potable water reuse pilot study. Finally, Don serves on an environmental planning advisory committee of the Rincon Indian Band, which is developing its first reservation sustainability plan.



## Views on Views

*Please know that the C-3 Board encourages its members to share their views on the organization and offer constructive criticism, that it may better address member and community needs. Your input is very important to informing the future direction and continued success of C-3.*

*Recently we received the following letter from Tom Mullaney, which we felt should be printed in C3 Views, along with our reply. Hopefully this will set a precedent for others to provide their own thoughts and concerns.*

*Good OR not so good, preferably constructive, criticism is welcome.*

*Respectfully,*

*Evelyn Shields  
C3 Secretary*

5/3/10

### To the C3 Board of Directors:

As a member of C3 for over 20 year, I have supported the group's goals to improve the urban environment of the San Diego region.

In November 2009, I became aware of a huge imbalance on the C3 board. It appeared that over half of the board members were employed in the development industry-- as planners, architects and developers.

In my experience, a non-profit organization is best served by a board from diverse backgrounds. This provides many points of view. It also controls the effects of bias.

The issue of bias deserves some exploration. We all have biases, based on our educations and backgrounds. Our employment adds another level of bias, as we identify with the goals and people in our respective industry. More seriously, a person's publicly stated opinions could be unpopular with his or her employers, co-workers and clients, and impact that person's livelihood. With the C3 board, the predominance of board members with development-industry affiliations would necessarily create untenable conflicts of interest, since C3 is repeatedly involved in controversial development issues. This situation is not beneficial for C3 as an organization.

It seems beneficial that C3 would change its bylaws to facilitate or require a balanced board. There are several ways in which this could be achieved.

1. No more than 20% from any one industry. This would have to be defined, of course.
2. Alternatively, it could be worded: Two members from the architectural industry, two from environment groups, one non-profit affordable housing leader, one college professor, etc. This approach can make it more difficult to find suitable candidates, but getting a diverse board unavoidably requires effort.
3. Another approach: No more than 25% of the board may consist of members with potential conflicts of interest, defined as financial interest in development projects of a scale and type which may be reviewed by C3.

It's not enough that board members recuse themselves on specific issues. Their employment ties prevent them from serving the C3 membership impartially. Even on projects in which they do not have a business interest, they would have a natural bias towards businesses and projects similar to theirs.

It is especially important that the C3 chair not be selected from the development industry. The chair of C3, as in other organizations, does much more to influence the group's activities than discuss and vote on specific issues. We would not want a Goldman Sachs employee to chair the SEC. By analogy, the chair of C3 should come from some other industry besides development.

Although C3 is not a regulatory body, it does serve as a watchdog, and frequently recommends changes in laws and regulations. So the SEC analogy is appropriate.

In conclusion, it would benefit the C3 organization and its membership to find a way to achieve a more balanced board.

Sincerely,

Tom Mullaney

## Response:

May 10th, 2010

Tom,

Thank you for your letter of concern, regarding "Balance on the Board". A copy was distributed to the C3 Board of Directors at its Monday, May 3rd meeting, too late to substantively discuss due to a very full agenda. A brief discussion ensued. The Board will take your thoughts, observations and suggestions into consideration when it re-examines its Policies, Procedures and Bylaws.

Please know that all Developers should not be painted with the same onerous broad brushstroke. Nor does the Board feel that developers or development-related professionals should be excluded. Being perceived as anti-development would pose a separate set of unpopular issues. Planners, architects, developers, community activists and those who support the concept of "Sustainable Paradise" are all welcome, for the balance they ultimately provide.

C3 has worked diligently to identify developments that are in step with its Mission and Objectives, and the Board's process for discussing their pros and cons has been impeccable in its impartiality. It appears that there is sufficient innate integrity in the C3 organizational culture, for its Board members to have stuck to their principles and not tolerate untenable conflicts of interest or biases.

The Board appreciates and looks forward to continued constructive input from its members. In the future, do feel free to bring projects or development suggestions to the Board's attention. Your long-time membership, support, and involvement are very much appreciated.

Sincerely yours,

Evelyn Shields  
C3 Board Secretary

*Have something you would like to share?  
Send it to [c3sandiego@sbcglobal.net](mailto:c3sandiego@sbcglobal.net)*

# 50 for 50

Celebrating fifty years of education, activism, and sponsorship in the San Diego region.

**2011** marks a momentous occasion for C3: our Golden Anniversary. That means it's been **50** years since a handful of citizen activists decided to work together to preserve San Diego's unique environment.

This is a **once in a lifetime** event, and we intend to celebrate properly—honoring past presidents and board directors, our dedicated membership, outstanding individuals and businesses who have demonstrated C3's mission, and of course, the decades of hard work C3 has put into the San Diego region.

Become a part of this significant milestone in C3's history by participating in our new **50 for 50** campaign. What we'd love most for our birthday is a **50** dollar contribution from the people in our lives. That's just one dollar for every year C3 has been a part of San Diego history, working to keep our community beautiful.

Each **50 for 50** contributor will receive special recognition in our C3Views, as well as at our 50th Anniversary Gala in 2011.

Help celebrate us our Big **5-0**, and become a special part of C3's history!

## 50 for 50

Yes! I would love to make a special contribution to C3's **50 for 50** fund.

- \$50** In celebration of **50** years
- \$100** Here's to **50** more years!
- Other amount

Please make checks payable to C3 and mail to:

5252 Balboa Ave #207  
San Diego, CA 92117

C3 is a 501(c)(3) organization, making donations tax-deductible.

## C3 Committees

### 50th Anniversary Gala

Chair: C3 Board

Contact: c3sandiego@sbcglobal.net

### Breakfast Dialogue

Chair: Charles Kaminski

Contact: ckaminski@ucsd.edu

### Equity & Community Planning

Chair: Susan Tinsky

Contact: srtinsky@gmail.com

### Parks & Open Space

Chairs: John Lomac & Judy Swink

Contact: john@johnlomac.com, jswink@adnc.com

### Sustainability

Chair: Dahvia Lynch

Contact: dahvia.lynch@gmail.com

### Water & Energy

Chairs: Luisa Schultz & Don Wood

Contact: schultlb@yahoo.com, dwood8@cox.net

### Waterfront

Chair: Diane Coombs

Contact: drbcoombs@msn.com



*Downtown San Diego Skyline*

## Volunteer for a Committee

We encourage our membership to get involved in all of our committees. If you are interested, please contact the designated Chair.

C3 is also always looking for Volunteers to help out in the Office and at events. Call or email the C3 office with your availability if you would like to volunteer.

