VOTE - Nov. 8 Special Election

Carolyn Chase for City Council

Competence Character Values You Can Trust

You deserve more than mailers filled with poll-tested slogans and pretty photos. As your *independent* candidate, I've prepared these fact-filled pages to let you know about my experience, and where I stand.

I know what went wrong in our city, and how to help fix it. Read on about our city's culture of corruption...

- 2004 Woman of the Year, 76th Assembly District
- Recipient of the Peacemaker Award
- Endorsed by the Sierra Club

www.ChaseForCouncil.com



Introducing... **Carolyn Chase for City Council**

"Change Business as Usual"

Dear San Diegan,

I understand what went wrong, and how to fix it.

I'm running for City Council because I love San Diego and we need to change business as usual. How do I define "business as usual"?

- Critical decisions made behind closed doors
- Not asking key questions in public hearings
- Unaccountable self-interest political groups dominating the process
- Out-of-control lawyers, lawsuits and consultants
- Growth out-of-balance with declining infrastructure
- Emergency calls to 911 getting a busy signal, being put on hold, or callers being told no help is coming.

This is the "go-along, get-along" business as usual culture that refuses to yield, even as disclosures now show they've known the problems all along.

Now, the same powerbrokers who got us into this mess are raining money down on business-as-usual candidates they can count on to promote their selfish interests on the City Council. But you can see through business as usual and vote for change.

I promise to bring competence and character to City Hall. Good competent government – having someone hold that government accountable – does matter. Electing people with proven experience matters – as recent sobering political revelations have proven.

I need your support! Please vote for me to change business as usual!

Carolyn Chase
www.ChaseForCouncil.com

ouncil

Independence & Integrity

Carolyn Chase is your independent candidate in this election: independent by registration – independent by inclination. These pages explain why Carolyn Chase is the right person to help clean up the mess at City Hall.

Carolyn Chase for Council is a grass-roots campaign, without big money support from political parties or other entrenched interests. You won't receive lots of glossy, slogan-filled flyers from us. Think quality, not quantity. Substance, not sound bites.

Carolyn is passionate about making good government a reality. About fixing the city's finances. About restoring San Diego's good name. About doing the public's business in public. She tells the truth, even when the news is bad.

Many candidates share these goals. What is important is managing the process of government to not only cure the current ills, but to ensure that they don't happen again. Carolyn has demonstrated mastery of using the governmental process for the public good.

Carolyn Chase's Background

- **Small business owner,** Earth Media, Inc. (consulting, publishing and event production)
- San Diego Earth Day Founder and CEO; organizer of the EarthFair in Balboa Park.
- Writer and columnist, "Cut to the Chase," San Diego Daily Transcript.
- **City of San Diego Planning Commissioner**
- Graduate of UCSD Revelle College with a BA in Computer Science, minor in Music.
- · Resident of the beach area for 25 years.
- Alto in the La Jolla Symphony Chorus; award-winning photographer.
- Currently lives in Pacific Beach with her husband and their friendly cats.

Open Government

City Hall fiascoes are the product of poor judgment and lack of oversight on the part of our elected officials.

The Council's, union's and city management's closed-doors wheeling and dealing are like someone ordering us a very expensive meal without asking us about it. We must eat whatever we're served, no matter how much we dislike it. Then, to add insult to injury, we're stuck with a whopper of a bill!

Carolyn has never been part of this go-along-get-along culture. On the Planning Commission, she asks the right questions in public hearings, and requires straight answers. It's not unusual for her to repeat a question two or three times to get an adequate response from city staff or a recalcitrant project proponent.

Carolyn Chase is committed to doing the public's business in public, and using the public hearing process properly to hold all parties accountable.

> "Carolyn, you demand fairness, honesty and make people accountable in what ever they do." - Dr. David Libs

Fix the City's Finances

or allowed to be asked and answered critical questions about the budget and other financial dealings. Nor have they held management responsible for poor performance.

levels of service without properly budgeting for them, either by raising the revenues necessary or by cutting elsewhere. The budget has not been honest for the past 10+ years because the manager and department heads have knowingly kept necessary and anticipated expenses out of the official budget. Equipment has not been replaced at the end of its' normal life span, and sufficient personnel have not been hired to prevent un-

ast Mayors and Councils have not asked - necessary overtime. When need has forced expenditures, other normal operating expenses have had to be curtailed, or budgeted positions kept vacant to make the budget appear balanced.

As a councilmember, Carolyn will person-The City has continually tried to maintain ally study the budget, have financial analysis expertise on her staff, and ask the questions necessary to determine actual department needs. She will then work towards either making the budget adequate to provide for the entire cost of a program or service, or reduce the service to an affordable level. We cannot expect programs and services to exceed the resources required to provide them. That kind of smoke-and-mirrors budgeting is what has gotten the City into the mess it is in.

The Public Hearing Process

he job of councilmember is part legislator, part detective, and part judge. The forum where decisions are supposed to take place is the public hearing.

While on the Planning Commission, Carolyn discovered she has the five key skills required to make a difference in a public hearing. First, she has the capacity to process the large amounts of background information.

Second, she can find the devilish details; and third, she asks about them.

Fourth – and most important – she listens

to see if the questions being asked are actually being answered.

Fifth, she is able to work with others to get things done; but she's also willing to say no and can tell you why.

To be effective, a councilmember must first thoroughly understand the City's statutes. But most importantly, each proposal - whether made by city staff or by private individuals must be questioned in a public hearing to see whether it is in the public interest.

Carolyn Chase's Principles

- · I will do the public's business in public.
- I will participate in closed sessions only when I can identify what is confidential and why.
- I will answer all reasonable questions from the public.
- I will explain why I do what I do.
- · I will hold people accountable.
- I will listen to all public testimony and review all materials.
- I will ask the hard questions and make the tough decisions about all matters coming before the Council.

- · I will cut waste.
- I will oppose giveaways or "fire sales" of public land. We must be a party to any disposal of our property.
- I will oppose conversion of parkland to other
- I will oppose abuses of eminent domain.
- · I will consider the costs and sources of funding for all proposals.
- I will treat all parties with courtesy and respect.



Experience & Competence

You can drive a car, even if you don't know how it works. But if you want to fix one, you have to know a lot.

You can run for office even if you don't know how city government works. But if you want to fix it...

Carolyn Chase's hands-on experience working with a wide variety of City departments and regional agencies will make her an effective Councilmember on day one.

San Diegans can't afford the months it will take for someone unfamiliar with the workings of City Hall – and of our regional governmental structure – to become effective. Competence doesn't happen overnight.

We need a Councilmember with experience that matters, whose judgment we can trust. Carolyn's track record proves she can be trusted to do the public's business in the public's interest.

For competence born of experience, Carolyn Chase is your choice.



City of San Diego Planning Commission

arolyn Chase is a volunteer appointee on the City's Planning Commission. The Planning Commission recommends changes in the city's General Plan and community plans; makes recommendations on the Capital Improvements Budget, rezonings and has final approval on subdivisions, condo conversions, and alcohol conditional use permits.

On the Commission, Carolyn stands firm for accountability and fairness. She asks key questions, and works with others to solve problems.

Throughout her tenure on the Commission, Carolyn has been a force for the preservation of community character and historic buildings. She is committed to seeing that all development projects are responsible for their infrastructure costs.

Of course, you don't have to take our word for it; the hearings are televised on city cable TV each Thursday that the Commission meets. Tune in, and see Carolyn in action.

Working with Regional Government

n effective relationship with regional and state agencies is critical to the City's welfare. Carolyn was appointed by the San Diego County Board of Supervisors to serve on the Interest Group Committee for the County's General Plan 2020 Update, which will shape how growth is accommodated in unincorporated areas of the County for next 20 years and beyond.

Carolyn also served on the SANDAG (San Diego Association of Governments) Regional Comprehensive Plan, Stakeholders Working Group; and the Citizen's Advisory Committee for the Regional Transportation Plan, Mobility 2030.

Recognition of Leadership

arolyn's community leadership has been widely recognized. She was named **2004 Woman of the Year** in the State 76th Assembly District. She has received the San Diego Mediation Center's **Peacemaker Award**, and the **Spirit of San Diego Award**.

Carolyn received the **Outstanding Alumna** & **Award of Excellence** in observation of UCSD's 40th anniversary. She has also received **Certificates of Special Congressional Recognition**, and a Certificate of Recognition from the **California State Senate**.

Producing Results

A few of the Commission actions that Carolyn played a principal role in include:

- The addition of six acres of dedicated parkland along with increasing buffers from 10 feet to 20 feet between the Central Police Facility and the Auburn branch of Chollas Creek, as recommended in the Chollas Creek Enhancement Plan.
- The defeat of inappropriate Conditional Use Permits to sell alcohol in high crime areas.
- Convinced City Development Services to stop using out-ofdate police response times during project review.
- Solar power initiation for La Jolla Bishop's School: after inquiring during a Planning Commission hearing, her follow-up with a local solar provider confirmed it was feasible and they agreed to incorporate it.
- Utility poles will be undergrounded between Bayard and Cass on the south side of the alley. Due to Carolyn's persistence over undergrounding, the Planning Commission turned down a waiver request supported by City Development Services staff.
- Update of City of San Diego Street Design Manual to allow options for safer and more people-friendly streets and streetscape options.

"I've worked with Carolyn over many years and she's repeatedly proven her formidable analytic skills, moderate temperament and her unswerving commitment to advocate on behalf of the public...

- Michael Shames, Utility Consumer Advocate

Safety First

Did you know that you can call 911 and get a busy signal - or be left on hold? Emergency response times are rising beyond acceptable levels citywide. Even if you do get through immediately, there are often not enough cops to assure a timely response!

Police staffing is below 70% of budgeted needs in some divisions, and pages of calls for help are going unanswered.

Car break-ins are out of control. San Diego ranks #9 nationwide for car thefts – not a great place to be in the top ten.

Cops have to spend so much time dealing with drunks and petty but violent fights, and the related follow-up, that there are too few officers to respond to real threats. Insiders report that morale in the Police Department is shot, and attrition is rising.

Despite the fact that San Diego's population has swelled over the past 20 years, there are fewer police.

City management and the Council have ignored the City Charter provision requiring that public safety be put first, by thinning their ranks and, in effect, politicizing the police department.

Carolyn will work to stop robbing the cops and put public safety first.

> "Carolyn, you are moral and will work for the people rather than exploit them." - Dustin Johnston

Counting The Heavy Cost In Taxpayer Resources

ers spent on just the past two July 4 weekends for police overtime in an effort to curb drunk driving, violence, intimidation, theft, and other horrifying breakdowns in law and order? Was it \$500,000? \$700,000? \$1,000,000?

The correct answer is more than a million bucks. Add to that the unsustainable week-in.

ant to take a guess at how much taxpay- week-out costs for police officers needed to suppress and respond to the loutish and criminal fallout engendered by the high concentration of liquor licenses.

> What should we be using these funds for? How about reducing the response times to real emergencies – instead of policing booze binges?

What Shall We Do To Take Back Our Beaches And Neighborhoods?

e must either (a) change the environ-ments on our beaches in our parks and ments on our beaches, in our parks, and that the City and liquor license interests commit the public safety resources to prevent the and safety. havoc they and their patrons create.

thousands of dollars to keep alcohol overflowing on public beaches, parks, and in the streets – and to scare politicians who decline to even enforce existing laws against over-serving. So far, they've won. This is just plain wrong for families, our property values and our personal

Carolyn Chase is dedicated, and tough in and around nightclubs, or (b) insist enough to butt heads with the moneyed alcohol machine and stand up for public health

Other candidates care about pubic safety. Liquor license interests have spent tens of But Carolyn is the only candidate who has effectively worked on these substance abuse issues and has the support of police and **prevention experts**. Like most issues, the devil is in the details – and she's spent years mastering those details.

What YOU can do to help elect Carolyn Chase

- Spread the word about Carolyn Chase Share these pages with your friends and neighbors
- Volunteer for the Campaign

You can post a yard sign, walk your neighborhood, make phone calls, make an endorsement, or help in any of a dozen different ways that will make a difference. Call 858-272-0347, or visit ChaseForCouncil.com and click on "Volunteer."

- Contribute to the Campaign The major partys' candidates will outspend us by 5-to-1. With your help, we can be competitive.
- **Vote for Carolyn Chase on November 8!**

San Diego's natural assets – beaches and bays, canyons and hillsides, mesas and mountains – make it a great place to live.

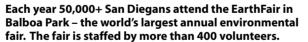
But, unrestrained development and crumbling infrastructure threaten these very qualities.

Throughout her professional life, Carolyn Chase has first and foremost been a champion for a clean, healthy environment. Her reputation as founder of the annual Earth Day Fair in Balboa Park is only one of her many "green" credentials.

When Carolyn champions protection for natural resources, she often must confront the urban myth that a treasured environment is at odds with a vibrant, growing economy. Carolyn demonstrates, by word and deed, that by making wise choices San Diegans can have both.

Carolyn Chase is endorsed by the Sierra Club

Kendall-Frost Marsh, Mission Bay Park, will be a beneficiary of Earth Day's state and county grants to restore the Rosecreek Watershed and improve the quality of water flowing into the bay.







Founder, San Diego Earth Day

arolyn's first appearance in the public arena was in 1990, as a key organizer of the first **Earth Day Fair in Balboa Park**. This watershed event, featuring more than 200 exhibitors, was attended by more than 50,000 San Diegans, making it the largest event ever held in the Park. And, the event was produced by volunteers.

Under her guidance, the event has become a San Diego institution. Over its 15-year history, more than 3/4 million people have attended the EarthFair.

In 1993, Carolyn was one of the founders of San Diego Earth Day, d.b.a. San Diego Earth-Works, a California nonprofit corporation. Originally formed to continue to produce the Earth-Fair, under Carolyn's leadership the organization's range of activities has grown:

• Since 1995, EarthWorks has conducted 13 Community Renewal and Restoration Projects, cleaning up and restoring both our natural

wild and urban areas.

- In 1995, EarthWorks began its annual presentation of **EARTH Awards** to individuals and organizations who deserves special recognition for their work on behalf of a clean, healthy environment.
- In 2001, EarthWorks added the GreenBuilt Tour: a self-guided tour of homes and businesses that feature environmentally responsible architecture and construction.
- Carolyn helped secure \$400,000 in grant funding for the watershed planning required to reduce pollutants flowing into Mission Bay. Please see RoseCreekWatershed.org for more information, or to volunteer!

Since its inception in 1990, Carolyn has been the key driving force behind San Diego Earth Day. She has served as a Board member, CEO, fundraiser, volunteer coordinator... and always as a hands-on event organizer.

Government and the Environment

arolyn's earliest interactions with City government were driven by her concern for the preservation of our unique our environment. In recognition of her activities on behalf of a clean, healthy, prosperous environ-

ment, Carolyn was named Chair of the San Diego Environmental Advisory Committee, Chair of the Waste Management Advisory Board, and an appointee to the City's Waste Reduction and Recycling Task Force.

Community Activism & Results

life-member of the **Sierra Club**, over the past 8 years Carolyn has served as **San Diego Chapter Chair**, and as Chair of the Club's Political Committee (she has taken a leave of absence to run for Council).

Carolyn serves on the Boards of **Move San Diego** and **Rollable Communities**, both nonprofit organizations dedicated to improving our region's accessibility through how we design and build our cities and the transportation infrastructure

required to support them.

Carolyn was a leader in the effort that **kept** cars out of the northern section of Sorrento Valley Road, turning it into a biking and walking path that will become part of Torrey Pines State Park.

Carolyn also helped secure six additional acres of dedicated parkland and increased creek protections, as recommended in the Chollas Creek Enhancement Plan.

"Carolyn's thoughtful views on a wide range of topics, from air quality to mass transportation, makes her one of the opinion leaders in San Diego. Carolyn's attitude is that pollution and other social problems are not partisan issues and it's time for everyone to stand up and do something effective so that we can have the City that we dream of."

- Carrie Schneider

Balance Growth & Infrastructure

Whether it's emergency services from the police or fire department, or the hours that parks and libraries are open, city services are strained as growth continues.

Carolyn's priority will be to work with each of the planning groups, town councils, and all other interested groups to identify and prioritize each community's infrastructure needs.

Right now, the City's Capital Improvements Program is a locked box. That box needs to be opened to the public and its contents explained, so that voters will support the financial resources required to fund the improvements they agree upon in their area.

Carolyn is a champion for conservation and efficiency. Whether it's energy, water, trash, recycling or maintenance, conservation and efficiency provide a **BIG** return on investment.

"Cast your vote for Carolyn Chase. She has the right handle on the key issues to make San Diego more livable."

Real Planning – Less Public Relations

■he City's approach to adding densities – the "City of Villages" planning process – suffered from too much public relations and not enough real planning. The City did not work with people to rank their priorities and work through conflicts to determine where it made sense to add density, and what infrastructure was required.

We need to take a practical approach to sue real community plan updates.

ranking capital projects and other proposals. This includes considering what needs to be built, and also protecting what needs to be pro-

Projects must pay their fair share of infrastructure costs, and impacts must be mitigated.

Carolyn will support historic districts to protect existing community character, and pur-

Efficiency, Conservation and "Zero Waste"

servation demonstrate a positive pay back. All grams. Departments and City facilities must cut waste,

fficiency begins with a responsive attitude streamline operations, and make efficiency into all inquiries. At every level, investing vestments, but especially water, sewer, time and resources in efficiency and constructions stormwater, energy and waste management pro-

Parks and Open Space

n the face of declining budgets and constant pressure to allocate land for private use, Carolyn's accomplishments have helped preserve and enhance our parks and open spaces.

- Carolyn helped secure six additional acres of dedicated parkland and increased creek protections, as recommended in the Chollas Creek Enhancement Plan.
- Carolyn used public hearings on the Naval Training Center redevelopment to maximize the hours and space made available for public use.
- Carolyn helped secure \$400,000 in grant funding for the watershed planning required to reduce pollutants flowing into Mission Bay. (Please visit RoseCreekWater shed.org)

Peacemaker: from Opposition to Coalition

arolyn is a recipient of the San Diego Mediation Center's 1999 Peacemaker Award. In addition, she has received Certificates of Special Congressional Recognition in both 1998 and 1999 from Congressman Brian Bilbray, and a Certificate of Recognition from Susan Davis and the California State Senate in 1999.

This award and certificates were in recognition of her volunteer efforts negotiating and building coalitions between developers, community members and environmentalists who signed winning ballot measures Propositions K and M. ning. These propositions led to:

- The preservation of Carmel Mountain.
- The eventual dedication of more than 4,000

- acres of highly endangered and prized coastal mesa and canyon habitats.
- The environmentally-preferred routing of State Route 56.
- The establishment of two new balanced communities in the areas east of Torrey Pines State Park.

These two new communities east of Torrey Pines State Park will also include state-of-theart stormwater and pollution prevention design as well as funding for measures to reduce traffic and improve public transportation plan-

In 1998, Carolyn negotiated terms leading to Pardee Home's Living Smart environmentally-friendlier building options.

⁻ Tom Leech, Outdoors Writer, Consultant, Author

What People Are Saying About Carolyn Chase

arolyn is endorsed by the **Sierra Club**, the largest and most accountable environmental group in San Diego.

Carolyn is not endorsed by any of the political parties spending money to keep their power.

Carolyn's individual endorsers include engineers, hi-tech professionals, police, emergency responders, prevention experts, health-care providers, nonprofit workers, environmentalists, scientists, business people, brokers, attorneys, architects, planners, students, teachers, professors, and a large number of 'retired' folks.

Michael Shames, Utility Consumer Advocate

"I've worked with Carolyn over many years and she's repeatedly proven her formidable analytic skills, moderate temperament and her unswerving commitment to advocate on behalf of the public and to protect San Diego's fragile environmental assets."

Tom Leech, Outdoors Writer, Consultant, Author

"Carolyn has the right handle on the key issues to make San Diego more livable."

Carrie Schneider

"Carolyn's thoughtful view on a wide range of topics, from air quality to mass transportation, make her one of the opinion leaders in San Diego. Carolyn's attitude is that pollution and other social problems are not partisan issues...."

John Patrick Ford, CPA, retired

"I have known Carolyn's work as ... an informed community planner. I am impressed with her concern for low-income senior housing and other services to the needy elders of San Diego."

Bonnie Gendron

"You have the integrity, intelligence, sound judgment and proven commitment, as well as the experience in City Hall that it takes to make an extraordinary Council person."

Teresa (Terry) Thomas, Professor Emeritus, Southwestern College

"...You possess the outstanding intelligence, critical and creative thinking, teamwork experience, and representative leadership, collaboration, innovation and integrity required for the economic and social benefits of... [District 2] residents..."

Jordana Beebe

"She's well thought out... and does her homework before making difficult decisions that face City leaders."

Wallace Danielson

"You're knowledgeable, bright, civic minded, honest, have the best interests of the city and its citizens in mind, and would be a refreshing change."

Chris Schmidt, Transportation Planner

"Carolyn has always looked out for San Diegans and our environment. She has asked the tough questions... and is able to find solutions to challenging problems. She is the right candidate given the challenges facing the city. Her commitment is unwavering... an inspirational force."

Steve Sullivan, CEO, Sullivan International Group

"... [Carolyn's] work improving developments by reconciling issues for the good of all demonstrates her innate ability to concede without sacrifice for the greater good of our community...."

Joyce Lain Kennedy, Syndicated Columnist

"People enjoy interacting with Carolyn because she can be counted on to cut through the spin and bring a fresh and interesting perspective to the murkiest of complex issues. ... Carolyn is better prepared than virtually anyone to bring a mop and pail - no, make that a fire hose! - to the corridors of City Hall."

Dr. David Libs

"You demand fairness, honesty and make people accountable... and that's why people love you... We can't afford the exploitation of ignorance for... fancied gain."

Barbara Lind

"You have a good BS-detector ... are not beholden to special interests ... and study issues rather than shoot from the hip."

Michael Thomas Miller, Broker

"[Carolyn is a committed, honest, and genuine person who will make a difference. She is uniquely qualified to inject a breath of fresh air into San Diego politics."

Mark H. Thiemens, Professor, UCSD

"[Carolyn] has the right expertise at precisely the right time for the City Council."

Frank Paiano

"... You have integrity, honesty, and intelligence - all the things that the moneyed power brokers hate."

Helen Duffy

"[Carolyn] understands budgets, issues, and people and is ready to go to work for San Diego."

Keith Pezzoli, Professor, UCSD

"Carolyn will be an outstanding councilwoman... smart, honest, forward-looking, critical yet constructive, and full of hard-earned experience working for the common good."

Martin Eder, College Teacher

"... Nobody will buy her vote! ... Carolyn is not in this race for the money or power; she genuinely cares about the entire community and sustainability of our quality of life for future generations. [Carolyn's] intelligence and caring are rare qualities for a citizen-leader."

Erica Krimmel, Student

"Earthday is an amazing event and Carolyn is an amazing woman to pull it off...."

Kari Gray

"Carolyn has committed her entire life to creating a healthier, prosperous world. She is smart, works hard, tells the truth, pays attention to details, and expects the best from other people...."

Stuart H. Hurlbert, Director, SDSU Center for Inland Waters

"Carolyn is the kind of brilliant, energetic, civic-minded, well-informed candidate too rarely found in the lists for any political office."

Howard Blackson, Urban Designer

"Carolyn intuitively understands how and why neighborhoods work."

Shannon Muhall

"In addition to being very articulate and accessible... you balance conviction with realism."

Doug Sheres

"You are better versed in the issues than just about anyone, have offered a consistent opinion on [the] issues, have been right, and the City truly needs your help!"

Dustin Johnston

"You are moral and will work for the people rather than exploit them."

John P. Atkinson, Computer Consultant

"Carolyn stands for what's right and sustainable... for what makes sense and what works."

Carolyn Chase on What's Needed Now...

What's needed now is to get beyond polarization politics.

What's needed now is experience, independence and integrity.

What's needed now is competence and character.

What's **NOT** needed now is more public relations or more lawyers.

I promise to use my skills and capabilities to resolve the challenges facing the San Diego we all love.

Please vote for me on November 8!

Questions?

Visit the Carolyn Chase for Council website:

ChaseForCouncil.com

You'll find additional information about Carolyn, her experience, and her position on the important issues facing our city. And, for a candid look at the campaign from the inside, be sure to check out **Carolyn's Blog**.

If you'd like personal answers to your own questions, send email to: info@ChaseForCouncil.com. Or, call Carolyn directly at

do a constant of the constant

(858) 272-0347

arolyn hase for ity ouncil

Paid for by Carolyn Chase for Council PO Box 9646 • San Diego, CA 92169

FPPC #1278885 • Cletus C. Klein, Treasurer • 858-272-0347 • info@chaseforcouncil.com

Carolyn Chase for Council PO Box 9646 San Diego, CA 92169

PRESORTED STANDARD
U.S. POSTAGE
PAID
SAN DIEGO, CA
PERMIT #993