



# C.A.R.E. NEWS

*Cost-reduction And Revenue Efficiency (C.A.R.E.) Committee*

**Jan.-Feb.  
2010**

**Newsletter  
#33**

## ***C.A.R.E. COMMITTEE PRESENTS IDEAS TO CITY COUNCIL DURING BUDGET WORKSHOP***

On January 30, 2010, the City Council held a budget workshop to evaluate revenue projections and expenditures in the future. The CARE Committee gave a brief presentation regarding the history of the committee, discussed the process of collecting ideas from employees, and provided examples of ideas that were received.

During the first attempt at collecting ideas in 2005 there were 466 ideas submitted. Over two short weeks ending on September 3rd, 2009, 423 ideas were submitted through an on-line survey. In the month of October and November, 2009, the CARE Committee interviewed employees about ways to reduce cost, enhance revenue, and increase efficiency. Another 283 were submitted by National City employees!

In December and January, the CARE Committee eliminated redundant and non-feasible ideas. Of the 1,172 ideas that were collected through this process, 297 ideas were presented to the City Council. The CARE Committee and City Manager's Office will be working together with the Department Heads and the City Council to review and implement those ideas that will make a monetary impact on the City's budget. The submitted ideas represented the communication and collaboration necessary to overcome the current economy. The CARE Committee would like to thank everyone who participated in this process.

## ***COMMUNITY SERVICES DEPARTMENT SAVES ON MILK AND COFFEE***

By switching from one brand coffee to another the Community Services Department will save approximately \$3,225 a year. Ironically, switching milk products will also save approximately \$2,845 a year. In addition, approximately \$1,500 in annual savings may be gained by obtaining several chemicals from the City rather than an outside vendor. This is approximately \$7,570 a year in savings. Executive Chef Arturo Sepulveda did a very good job researching these areas with outstanding results.

## ***\$2,000,000 OF SANDAG GRANT FUNDS FIND THEIR WAY TO NATIONAL CITY***

On January 19, 2010, the City Council approved a resolution to receive grant money for a maximum amount of \$2,000,000 for the 8<sup>th</sup> Street Corridor Smart Growth Revitalization Project. Previously, the SANDAG Board of Directors approved the 8th Street Project. The total project cost is estimated at \$3,500,000: \$2,000,000 SGIP grant + \$500,000 match from City Tax Increment + \$1,000,000 match from Rule 20A for SDG&E Utility Undergrounding.

The western portion of the project focuses on the area from the 8th Street Trolley Station to National City Boulevard. Elements for the western project area include new lighting with historic banners, signs, street trees, bicycle lanes, a Historic Walk and Mural for the freeway underpass, pedestrian improvements at the 1-5 northbound on-ramp, landscaped median islands for traffic calming and access control, and ADA upgrades.

At the intersection of National City Boulevard and 8th Street, the project will enhance the National City gateway with new vertical supports for the pedestrian bridge structure, ADA upgrades, new lighting with historic banners, signs, palm trees and plantings.

The eastern portion of the project focuses on the area between National City Boulevard and D Avenue. This portion of 8th Street will be narrowed from two lanes in each direction to one lane in each direction with a center turn lane consistent with the adopted Downtown Specific Plan to allow for wider sidewalks, enhanced crosswalk striping, ADA upgrades, mid-block landscaped median islands, and angled and parallel parking. To further enhance the public realm, the project will implement new lighting with historic banners, signs, street trees and plantings, an information kiosk, benches, bike racks and other street furnishings.

The project will also deliver a new "Market Square" on A Avenue between 8th Street and 9th Street where pedestrians can congregate for an expanded farmer's market and street festivals, connecting to Historic Brick Row and Morgan Square. Ultimately, the 8th Street project will invigorate smart growth and revitalize a critical transit/pedestrian corridor for the benefit of local businesses, residents, visitors and the region as a whole.