First 100 Days
Promoting economic growth, protecting quality of life, transforming government

BONNIE DUMANIS
for SAN DIEGO MAYOR
FOREWORD

My vision is to raise San Diego’s profile worldwide, solidifying ourselves as a leader in international commerce; a supportive incubator of innovative new technologies; and a world-class city that offers un-paralleled quality of life to residents and visitors.

To do that, we need to move quickly to leverage the incredible assets already in place, rebrand ourselves in the global community, and usher in a new era of accountability.

My ‘First 100 Days Plan’ is focused on a fundamental change in the way we do business at city hall and a top-to-bottom reform of government, allowing San Diego to realize its full potential and creating the best environment in California for business development and job creation.

Sincerely,

Bonnie Dumanis
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PART 1: REMOVING THE ROADBLOCKS TO ECONOMIC GROWTH AND JOB CREATION
Transforming San Diego city government for the 21st century requires reducing the costs and delays associated with attracting and expanding businesses, and minimizing the “hassle factor” that comes from dealing with the bureaucracy.

• Establish the Mayor’s Core Industry Task Force to identify opportunities for growth in San Diego’s largest economic sectors. The Mayor’s office will convene a Core Industry Task Force including representatives of major employers, small businesses, and industry groups from among San Diego’s current and future core industries to propose steps the city can take in the short and medium term to improve the climate for expanding existing industries and drawing new employers to the region. Meetings of the task force will be public.

• Appoint a specialist on San Diego/Mexico commerce and trade. Within 30 days of taking office, the Mayor will appoint a Special Assistant for US-Mexico Commerce who is bilingual, has a strong background in the Mexican legal system, and has extensive local knowledge of cross-border issues. The Special Assistant will work with the Mayor’s Core Industry Task Force, the Chamber of Commerce and other industry groups to identify steps that can be taken on each side of the border to promote and speed trade and commerce.

• To help students and employers, kick off the first Summer of Work and Learning. Together with the San Diego Workforce Partnership and local high schools, the Mayor’s office and the City Council will move forward with a Summer of Work and Learning beginning in the summer of 2013 to encourage local employers to establish summer internship programs and match the openings created with students through participating schools.

• Create partnerships with UCSD and San Diego State University for specialized student internships in their area of expertise with city government. The Mayor’s office will partner with local universities to draw student interns whose area of study matches a function of city government to draw upon their creativity and provide them with valuable experience for when they enter the workforce.
• Create a new Veterans Advisory Board to maximize opportunities for returning veterans. To match returning veterans with opportunities for work both inside city government and the private sector, the new Mayor’s Veterans Advisory Board will draw from current and retired members of each of the branches of the armed forces to identify opportunities for placement and determine where processes can be improved to expedite such placements.

PART 2: IMPROVING QUALITY OF LIFE
Although economic issues are critical to the City of San Diego given the current economy, other factors, such as a recent increase in certain types of crime and the problems facing San Diego Unified School District, are also of great concern.

• Establish the Office of Mayor’s Education Liaison to keep the Mayor and City Council fully informed of the health and well-being of San Diego Unified and its students. The Education Liaison will also be charged with research and recommending ways the district and city can reduce costs and improve student outcomes by leveraging the resources of both entities in areas of after school programs, internships, transportation, etc. The Liaison will assist in coordinating a regional approach to our educational opportunities citywide, and identify sources of funding available through federal and state grants, seek private funding, and assist with the Summer of Work and Learning Program.

• Make Communities Safer by Breaking the Cycle of Gang Violence. The Mayor will address the recent spike in gang violence in San Diego by supporting ongoing prevention, education and intervention. In partnership with the City of San Diego Commission on Gang Prevention and Intervention (CGPI), an educational curriculum modeled on the successful ‘Girls Only’ program will be offered to schools in the San Diego Unified School District. The program has been used in ‘Boys and Girls Clubs’ in some areas of the city and provides a forum for youth, giving them the opportunity to find alternatives to the kinds of abusive relationships that often lead to involvement with gangs, substance abuse and, eventually, the criminal justice system.

• Restore Cuts to Public Safety. The Mayor will immediately begin to identify funds that can be used to restore cuts to police, fire and lifeguards.
PART 3: TRANSFORMING CITY GOVERNMENT FOR THE 21ST CENTURY.

For San Diego to take its place as a global center for commerce and innovation requires a transformation in both the culture and operation of city government.

• Creating a culture of performance, accountability and results. San Diego County government utilizes a comprehensive General Management System emphasizing performance, accountability, and results. For every action government takes, especially those which touch the areas of economic development and job creation, metrics will be established and tracked, and performance objectives set for continually improving the quality and speed of city services.

• Process Improvement Teams (PIT) to further improve services to city residents. The Mayor's office will convene Process Improvement Teams for each city department, bringing together employees with experts from those who actually utilize each service to identify how each department can improve the speed in which services are delivered, reduce costs, and improve accountability and transparency.

• Reduce burdens on the taxpayer through managed competition. Reducing the cost of operating San Diego city government is essential. The Dumanis Administration will conduct a review of the city's current managed competition process to determine where it can be improved to speed the process of allowing the private sector to compete with the city bureaucracy to improve service and reduce costs. San Diego County government's successful managed competition process will be the model for the city.

To remove the threat of future tax increases, the city must further drive down the cost of day to day operations. Additional savings from operations are necessary to further reduce the city's large deferred maintenance/infrastructure backlog. The Dumanis Administration will make aggressive use of both managed competition and outsourcing to accomplish this.

• Creating an open, transparent and accountable city government. A culture of transparency and openness produces better results, encourages honesty, and creates accountability. To take full advantage of the power of transparency in government, city contracts and information on disbursements will be posted online and subject to public and media scrutiny.

• Back to basics. Every department, committee or group funded by the City will be required to justify its budget.
ABOUT BONNIE

Bonnie Dumanis is one of San Diego’s most innovative and respected government and law enforcement leaders. Her unique blend of experience – three-term District Attorney, Superior Court Judge and Clerk Typist – has given her the skills to successfully reorganize and run one of the largest criminal justice operations in California. Throughout her career Bonnie has been recognized as a team builder and organizational strategist. Now, Bonnie is ready to bring her lifetime of dedicated leadership to the Mayor’s Office.

Bonnie’s Career

Bonnie’s first jobs as a Junior Clerk Typist in the County, and later as an Intermediate Clerk Typist in the office she now heads, earned her just a few dollars an hour but are positions she considers extremely important in shaping her approach to government organization and management. Even though she is currently the top law enforcement official in San Diego Count, Bonnie has never forgotten her first job in the DA’s office and keeps a plaque in her office that reads, “The clerk helping in your division today may be your boss tomorrow.”

Bonnie studied law at night and received her law degree from Thomas Jefferson School of Law in 1976. She went on to serve 12 years as a San Diego Deputy District Attorney, prosecuting murders, rapes, robberies, child abuse and sexual assault cases.

In 1990, Bonnie was appointed by the Court and served as Superior Court Referee. She was elected Judge of the Municipal Court in 1994. She served in this capacity for the next four years, using her strength in organizational leadership to create one of the first Drug Courts in San Diego, which was recognized as a national model.

In 1998, Bonnie was elected Judge of the San Diego Superior Court and continued to find innovative approaches to criminal justice, this time with a program called Domestic Violence Court to reduce recidivism among perpetrators. Her ideas about stressing accountability and treatment for the batterers have received state-wide recognition.

Creating a Better District Attorney’s Office

After taking office as District Attorney in 2003, Bonnie undertook a major reorganization of the office that she considers one of the most important tasks of her career.

“Our work has very real impacts on people’s lives and their safety,” she says. “We owe it to the taxpayers and the victims of crime to do the best job we can, and that meant making some major changes.”

Reorganizing the DA’s Office was not easy, since the basic structure had not seen change in three decades. Under her collaborative approach that brought all parties to the table, including employees, attorneys and taxpayers, the office established a Cold Case Homicide Division, Narcotics Division and Sex Crimes and Stalking Division. She also began a program encouraging minorities to consider careers in criminal justice, and she has improved diversity among the DA Office’s employees so that it essentially mirrors that of the county’s population. She implemented a Business Management Plan and a new level of accountability to the office.
In the DA’s Office, all systems and functions continue to be examined to ensure their current value and effectiveness to consolidate, streamline and leverage technology for efficiency. One of the biggest changes Bonnie made is a focused effort to settle criminal cases, when appropriate, earlier during the adjudication process, which resulted in an annual savings to the taxpayer of millions of dollars.

Bonnie’s work to create a better-functioning District Attorney’s Office has paid off in recent years, when the effects of our ongoing economic recession have decimated some government agencies. “The DA’s Office has to do more with a lot less right now,” Bonnie notes, “And we are in better shape than many other organizations to weather this storm.” Working closely with employees and with public safety as everyone’s top priority, Bonnie and the roughly 1,000 employees she oversees have maintained a 94 percent conviction rate, one of the highest in the State. At the same time, DA Dumanis has focused on crime prevention, stopping the revolving door to prison, and helping victims. She has also increased transparency and public access to the DA’s Office, including the development of a Citizen’s Academy and advisory committees for youth, women and the general community.

**Protecting San Diego: Bonnie’s Critical Initiatives**

Under Bonnie’s direction, the DA’s office helped write and pass California’s Proposition 83, known as Jessica’s Law. This law tightens restrictions on child molesters and sexually-violent predators, making California one of the toughest states in the nation in dealing with these offenders. Recently, her office worked to help draft and pass Chelsea’s Law, increasing penalties for sex offenders. Bonnie and her office also fought to pass Proposition 69, to increase the use of DNA to solve crimes.

Bonnie’s office is also leading California in implementing a prisoner reform program (SB 618), which provides non-violent offenders with job training, treatment, and wrap around services to keep them from returning to a life of crime once they are released from prison. The DA’s Office, in partnership with the Courts, law enforcement organizations and all stakeholders, has just begun a Re-entry Court.

**Serving Our Community**

In addition to her dedication to the criminal justice system, Bonnie has never wavered in her support of community and civic organizations. She has served on the California State Bar Board of Governors, is past president of the California District Attorneys Association, is on the board of the National District Attorneys Association, a member of the San Diego County Police Chiefs and Sheriff’s Association, a past president of the Lawyers Club of San Diego, served on the Board of Directors of the San Diego Bar Association and taught ethics at the University Of San Diego School Of Law.

Bonnie has also volunteered for hospice and the Mesa Vista Hospital. She currently serves on the Advisory Boards for MADD (Mothers Against Drunk Driving) and Second Chance.

Bonnie has also been recognized by the YWCA Tribute to Women Award, the California Women in Government Law and Justice Award and the Salvation Army Women’s Auxiliary Women of Dedication Award.