



EXPERIENCE

COO of Blackbird Ventures, EO/Editor in Chief of VOSD, Chief Marketing Officer of TEC International (Vistage), Co-founder of ATCOM/INFO, Founder of Athena San Diego, Founder of Run Women Run, Journalist for San Diego Union-Tribune, Los Angeles Times, and Sacramento Bee

ISSUES	Barbara's Position	What She's Done as Councilmember	What She Will Do as Mayor
Homelessness ENDORSED BY FATHER JOE	<ul style="list-style-type: none"> • Focus on root causes, including mental health and drug issues • End the cycle of ineffective homelessness "solutions" 	<ul style="list-style-type: none"> • Supported new Housing Commission plan that deploys teams of mental health and drug professionals, vocational specialists, and trained law enforcement officers to move people out of homelessness. 	<ol style="list-style-type: none"> 1. Special attention to children 2. Focus on mental health and drug intervention 3. Insure transition shelter/housing necessary to enforce vagrancy laws
Public Safety	<ul style="list-style-type: none"> • Public safety is—and must remain—our number one priority. San Diego residents and neighborhoods are the real losers when City administration fails. Keeping our neighborhoods safe, clean and prosperous continues to be my guiding principles. 	<ol style="list-style-type: none"> 1. Pushed for increased compensation to boost recruitment for our overworked and understaffed police force. 2. Helped pass proposal to create an independent, community-led Commission on Police Practices. 	<ol style="list-style-type: none"> 1. Expand Cadet programs that give our youth early exposure to public safety careers. 2. Explore ideas like a Community Paramedics programs to bring efficient health services and reduce burden on emergency resources.
Government Efficiency and Accountability	<ul style="list-style-type: none"> • Experience and understanding of capital markets and the role the Mayor can play to attract higher-wage jobs and broaden the City's tax base. 	<ul style="list-style-type: none"> • Called out bad "back-room" real estate deals in both Mission Valley and downtown. • Led the effort for ballot measure to require more transparency. 	<ol style="list-style-type: none"> 1. Produce comprehensive plan for managing the City's real estate portfolio and infrastructure. 2. Bring new tech employment center downtown.
Short Term Vacation Rentals ENDORSED BY SAVE SAN DIEGO NEIGHBORHOODS	<ul style="list-style-type: none"> • Over 16,000 unregulated short-term rentals have reduced our housing stock, increased rental prices, and diminished the quality of life in our neighborhoods. 	<ul style="list-style-type: none"> • Wrote ordinance to reasonably regulate short term rentals. Called on the Mayor and City Attorney to enforce the current municipal code. 	Enforce the Law. This is the only way we will get reasonable regulations that protect our neighborhoods from short term rental abuses.
Land Use	<ul style="list-style-type: none"> • Protect our neighborhoods with development policies and infrastructure investments that promote the quality of life in every neighborhood. 	<ol style="list-style-type: none"> 1. Opposed SB330 and SB 50. These state laws would virtually eliminate single-family zoning, parking requirements, and neighborhood input. 2. First candidate to oppose Soccer City land-grab. 	<ol style="list-style-type: none"> 1. Promote collaborative planning, slash regulatory conflicts and red tape. 2. Support campus, public park and transit-oriented development at SDSU West. 3. Reduce traffic congestion.
Scooters	<ul style="list-style-type: none"> • Politicians in Sacramento helped companies shift liability onto taxpayers while hiding behind bogus claims that "scooters" would save the environment. This is pure fiction. These companies never had a viable business model. 	<ol style="list-style-type: none"> 1. Called on the Mayor to impose a moratorium. 2. Called on Legislature to repeal its ban on local helmet laws. 3. Led effort to ban scooters on the Boardwalk. 	<ol style="list-style-type: none"> 1. Pass and enforce helmet requirements. 2. Pursue real solutions for "the last mile" for public transit.