



This publication is meant to give you the latest and greatest news and information from around the City.

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SECTION 1 FREE DISCOUNT PRESCRIPTION DRUG PROGRAM

On May 10, 2011, County Supervisors introduced an innovative program to provide discount prescription drug cards to everyone in San Diego County. Through a partnership with Financial Marketing Concepts, Inc., the County has brought the Coast 2 Coast Rx Discount Card to San Diego for all residents to use.

The card provides a discount on more than 60,000 name-brand and generic prescription medications. Individuals and families participating in the program can save up to 65 percent on prescriptions, and up to 80 percent on lab and imaging tests. Users can also obtain discounts on dental, vision and hearing services, and on medications for their pets.

The program is free to ALL San Diego County residents and there is no cost to taxpayers. Anyone can use this program; even people who have health insurance can use this card if they find that it gets them a bigger discount on their prescription drugs.

To obtain a free Discount Prescription Card, simply call 2-1-1 or print one online at www.coast2coastrx.com/sd.

Please see [Attachment #1](#) for a copy of the prescription discount card. Please also see [Attachment #2](#), an article about the discount program, featured in today's Union Tribune in the editorial section.

SECTION 2 SHERIFF SAFETY TIPS

Please see [Attachment #3](#) for some safety tips from the Sheriff's Department, Imperial Beach Branch.

SECTION 3 9TH AND PALM SHOPPING CENTER DEMOLITION

Please see [Attachment #4](#), Notice of Demolition.

SECTION 4 HDL HEADLINES

Each week, HdL receives dozens of reports, statistical surveys, articles, perspectives and

studies by analysts and economists from all economic segments. This allows HdL to keep up with trends that affect the full spectrum of retail sales and provide the most accurate revenue projections possible to support budget preparation and economic planning. HdL "HeadLines" is a way of providing HdL clients with the most useful information on trends affecting retail sales. Below are some recent HdL articles:

Forecast 2012: Recovery Stalls as Public Works Sputter

As recounted in a recent article from Engineering News-Record, their interviews with construction economists uncovered guarded optimism and even some pessimism as we look at 2012. McGraw-Hill Construction's forecast for 2012 sees zero growth for construction starts following five years of depressed markets. "Next year will be flat, and real growth may not appear until after 2013," stated Ed Sullivan, chief economist for The Portland Cement Association. "It is not talked about alot, but we are still seeing a positive impact from the federal stimulus spending this year. But that largely disappears in 2012," says Sullivan. The American Road & Transportation Association is predicting a 6% decline in 2012 for the construction activity it tracks. [Read More](#)

U.S., California Fuel Prices May Reach Record Highs in 2012

A combination of global demand and rising U.S. fuel exports will leave California and national gasoline and diesel prices at such a high level by the end of the year that they could rise to all time record highs in 2012 as stated in the LA Times. Americans are currently on pace to spend a record \$489.7 billion on gasoline in 2011 because prices have remained at high levels all year. [Read More](#)

Store Closings Likely to Top 5,000 in 2012

With holiday shopping here, the weaker retail chains will be facing their toughest challenge with their sales growth during the November/December period determining their ability to survive. "I am pretty pessimistic about holiday sales, so I am expecting a new round of closings come January, February and March," noted Matthew Bordwin, Co-President of GA Keen Realty Advisors, a real estate firm that specializes in workouts and restructuring. With conservative estimates, next year will likely bring more than 5,000 store closings according to a recent article in from retailtrafficmag.com. [Read More](#)

Amazon Parts with EBay to Lobby for Streamlined Online Sales Tax

Bloomberg reports that legislation in the U.S. Senate that would require Internet retailers to collect sales tax is gaining support from an unlikely ally, Amazon.com. For years, Amazon has battled state efforts to impose such taxes but is now backing a bipartisan measure to create a federal standard for states to collect sales taxes on internet purchases. [Read More](#)

Family Dollar Stores Inc. to Open in California

One of the nation's largest chains of dollar retailers, Family Dollar Stores Inc., opened its first stores in the state this week. The four stores — located in Fontana, Riverside, Ontario and Rialto — are the first step in a major push into California by the North Carolina company which plans to open up to 50 stores in the Golden State by next fall. The company plans to add 450-500 new stores nationwide in fiscal 2012.

CONTACT US

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City Hall Main Line (619) 423-8300
www.cityofib.com



**San Diego County
Free Discount Prescription Card**

- Save up to 75% on prescriptions
- Individuals or families can use
- 59,000 participating pharmacies
- All chain pharmacies in network
- Most independents are in network
- Cards are ready to use
- No paperwork to fill out
- No limits on usage
- No health restrictions
- Can be used immediately
- Everyone is accepted
- No fee ever charged for the card
- No expiration date
- Save on brand and generic drugs
- Covers drugs not covered in health plans
- Covers many pet prescriptions
- Save up to 60% for your family's dental, vision and hearing needs and from 50%-80% on lab and imaging tests. Pre-payment for lab & and imaging tests is required. Visit the website below to locate a provider and for more information. Toll-Free numbers for service providers are listed on the back of the card. Give the group number below at time of service.

Go to www.coast2coastrx.com to print a card and for more information.

Coast2Coast Rx Card--San Diego County

Name: _____

Member ID: Use customer's 10-digit phone # or any 10-digit number. Note: add 01, 02 or 03 for primary, spouse and dependents after 10-digit #.

**Processor NetCard Systems/RxWest
Bin#: 008878 Group#: SAN**

Coverage: Individual & Family PBM is WelldyneRx

THIS PLAN IS NOT INSURANCE

• To obtain a Discount Card

Online: www.Coast2Coastrx.com/sd

OR CALL 2-1-1

• For questions about formularies

Call Coast 2 Coast at:

1-800-931-8872

COUNTY PRESCRIPTION PROGRAM A WINNER

A deal between San Diego County and a private sector firm has helped county residents – primarily the uninsured and the elderly – save nearly \$1 million on prescriptions and medical tests in less than six months.

The news gets better.

Not only does the arrangement come at no cost to taxpayers, it generates a bit of revenue for the county.

Nearly 7,400 residents have used discount cards issued through the Coast2Coast Rx program since its launch here in June after winning unanimous approval from the Board of Supervisors, saving \$911,123 through the end of October. The wonder is that many more people have not

taken advantage of the program, which is now in place in 17 California counties and dozens of cities. While it is not likely to be of benefit to most people with employer-sponsored health insurance with prescription drug benefits, it could be a boon to the estimated 500,000 county residents who are uninsured at any given time.

Financial Marketing Concepts, the private firm, obtains discounts of 75 to 80 percent on many drugs and services by buying in bulk. It pays a royalty of \$1.35 per filled prescription to the county and still makes a profit because of its negotiated discounts.

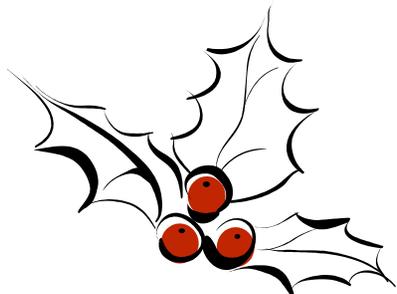
We urge anyone struggling to pay for medication or medical services to investigate this win-win-win program at coast2coastrx.com/sd.

TAKE A HOLIDAY INVENTORY

The Holidays are a good time to update or create – your home inventory. Take photos or make videos of items, and list descriptions and serial numbers. If your home is burglarized, having a detailed inventory can help identify stolen items and make insurance claims easier to file. Make sure things like TV's, VCR's, stereo equipment, cameras, camcorders, sports equipment, jewelry, silver, computers, home office equipment and power tools are on the list. Remember to check it twice!

The information contained in this brochure is meant to contribute to the safety and security of people during the holiday season. We can never be too careful, prepared or aware. Share this information with family, friends and neighbors. Schedule family discussions to ensure they understand crime prevention and personal safety measures that will help your family have a safe holiday season.

The San Diego County Sheriff's Department wants everyone to have a safe, happy and peaceful holidays



San Diego County Sheriff's Department

Imperial Beach Station
Imperial Beach Blvd
Imperial Beach CA 91932
619-498-2400
Fax: 619-575-6754

Non-Emergency # 858- 565-5200

Emergency: # 9-1-1

www.sdsheriff.net



HOLIDAY SAFETY



TIPS FOR A SAFE

AND

HAPPY HOLIDAY



The holiday season is a special time of year. It is also a time when busy people become careless and vulnerable to theft and other holiday crime.

The San Diego County Sheriff's Department wants everyone to have a secure and happy holiday season by taking a minute from the rush to read and apply the following Holiday crime prevention measures.



ATTENDING A PARTY

- Have something to eat before consuming alcoholic beverages.
- Eat high protein foods that will stay in your stomach longer and slow the absorption of alcohol into your system.
- Remember only time will eliminate the alcohol from your body.
- Never drink and drive.
- Have a designated driver.

DRIVING

- Be cautious when driving alone at night.
- Keep all car doors locked and windows closed while in or out of your car.
- If you must shop at night, park in a well-lit area.
- Do not park next to vans, trucks with camper shells or cars with tinted windows.
- Never leave your car unoccupied with the engine running or with children inside.
- Do not leave packages on the seat of your car. This creates an unnecessary temptation.
- When approaching and leaving your car, be aware of your surroundings. Do not approach your car alone if there are suspicious people standing by it. Ask mall or store security for an escort.

SHOPPING

- Stay alert to your surroundings. Minimize shopping after dark or when alone. Take a family member or friend with you.
- Avoid carrying large amounts of cash. Pay for purchases with a check or card when possible.
- If you must use an ATM, choose one located inside a mall, grocery store or other well-lit area.
- Shield the ATM keypad from anyone standing near you. Do not throw your ATM receipt away at the ATM location.
- Keep cash in your pocket.
- Notify the credit card issuer immediately if your card is lost, stolen or misused.
- Keep a record of all your credit card numbers in a safe place at home so you can report stolen cards by their number.
- Be extra careful if you carry a wallet or purse. They are prime targets of criminals in crowded places.
- Avoid overloading yourself with packages. It is important you have clear visibility and freedom of motion to avoid mishaps.

STRANGERS AT YOUR DOOR

- Be aware that criminals sometimes pose as couriers delivering gifts.
- It is not uncommon for criminals to take advantage of the generosity of people during the holiday season by soliciting donations door-to-door for charitable causes although no charity is involved. Ask for identification and find out how the donated funds will be used. If you are not satisfied, do not donate. Donate to recognized charitable organizations.

AT HOME

- Be extra cautious about locking doors and windows when you leave the house, even for a few minutes.
- When leaving home for an extended time, have a neighbor or family member watch your house and pick up your newspapers and mail.
- Indoor and outdoor lights should be on an automatic timer.
- Leave a radio or television on so the house looks and sounds occupied.
- Large displays of holiday gifts should not be visible through the windows and doors of your home.
- When setting up a holiday display, make sure doorways and passageways are clear inside your home.
- Be sure holiday displays are secure and do not pose a trip hazard
- Never place wrapping paper in your fireplace.



NOTICE OF DEMOLITION

Miracle Shopping Center
9th & Palm Redevelopment Project

WORK HOURS 7:00 AM – 5:00 PM
(Pursuant to IBMC section 9.32.020.H)

DEMOLITION OF BUILDINGS at 801-849 Palm Avenue begins on approximately December 7, 2011, demolition from West to East

DEMOLITION OF BUILDINGS at 741-779 Palm Avenue begins on approximately December 14, 2011, demolition from East to West

DUST CONTROL MEASURES: regular site watering & dust fence



CONTACT INFORMATION:

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