

Iya Falcone

Hi - I am Former City Councilmember Iya Falcone. I served for 8 years, helping to bring people together to craft real solutions, enhance and protect public safety and to protect our precious environment. I am a former attorney, crisis counselor, businesswoman, negotiator and mediator. I have the real skills and proven track record that our City needs now.

I have a solid reputation for listening and involving all residents in planning for the future. We share the same goals: preserving our small town character, being safe in our homes and businesses, having quality housing and a vibrant sustainable local business economy.

I have the experience needed to make the tough choices, and making sure we live within our resources, both environmental and economic. I have consistently produced balanced budgets, despite really hard times over the last decade – concentrating on the basics -- cutting costs but maintaining public safety, retaining quality police officers and vital public services – and I insisted on keeping all of our fire stations open.

I have always worked with other jurisdictions on regional issues which is key to addressing some of our most critical problems: including wildfire prevention, transportation, water quality and workforce housing. Regional cooperation built on long term trusted relationships is something that I can uniquely bring to the Council. My relationships are well established at the local, regional and State levels.

While on Council we established, and I Chaired, the Legislative Committee to work with leaders in Sacramento and Washington on important local issues, especially dealing with sharing resources and available funds.

I have led the efforts to increase recycling in the city. By the time I left office, we were diverting over 70% of the trash from our landfill.

I helped establish the Creeks Committee cleaning and restoring our creek and estuaries, and our beaches. Arroyo Burro, Bohnett Park, and Mission Creek are just a few examples.

I fought to eliminate pesticides from our public parks protecting our residents and our children from dangerous chemicals. And, I proudly fought to create the off leash dog run at Arroyo Burro beach enjoyed now by thousands, including my own 2 rescue dogs.

I understand that we must have a comprehensive response to gang violence that includes prevention, intervention and law enforcement from multi-jurisdictional agencies,

governments, non-profits and the community working collaboratively together. I was instrumental in developing the South Coast Youth Violence Task Force and look forward to continuing that and other very important work.

And a comprehensive approach is also needed to grapple with the difficult issues surrounding homelessness – particularly those who are mentally ill, the frail elderly and the families without homes. This work is ongoing and I look forward to finding solutions which benefit our community and our region.

I'm Iya Falcone, I look forward to serving you again. Please remember to return your ballot before November 8. Thank you.