

# Big virtual town hall

ute to a topic, Deputy Mayor Mark Muir questioned whether the results are representative of the community.

In response, Cohen said the forum is only intended to gather feedback. The website contains a message letting residents know the opinions aren't representative of the entire city.

And he said the word "vote" is excluded from questions. "If you ask people to vote, you're giving people the expectation that the comment or idea with the most votes should win and it doesn't matter what staff or officials think," he said.

Councilwoman Lisa Shaffer said Peak Democracy comments aren't a truly representative sample, but neither are City Council meetings.

"It's a broader swath of the community than we're getting without using such a tool," Shaffer said of Peak Democracy.

Muir and Councilwoman Kristin Gaspar still had concerns over the validity of Peak Democracy's feedback.

They also expressed frustration that the city contracted with Peak Democracy without asking for council's input.

For those reasons, they abstained from voting on the communications plan, which the three other councilmembers voted in favor of.

Marlena Medford, the city's communications director, said after the meeting that the city would likely begin using Peak Democracy within the next month or so.

During the meeting, she gave an overview of other goals in the communications plan.

For one, the city wants to expand its social media footprint to inform the public.

"When you hear that fire engine going down the street, you can hop on Twitter and see in real time what the nature of the call is," Medford said.

And city staff would like to add educational resources to the city's website, like searchable and easy-to-understand financial data, plus a glossary of terms for those new to city government.

"We have to imagine people who are new to civics don't know what the California Coastal Commission is or how it relates to the work that we do," Medford said. A system issuing construction alerts to affected residents is also planned, along with a revamped newsletter with multimedia in mind, she added.

# Marks five year anniversary

n has raised more pansion of science, biology for student school- technology, nursing, and s than ever before technical health-related the endowment has careers and job-training n substantially.

As part of the plan, the college will renovate its 10-year and modernize existing facilities to provide students with the education and job skills they need to enter the workforce.



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# Deadline approaching to sign up for mandatory healthcare coverage

By Promise Yee

REGION — All Californians are required to have healthcare coverage. Those who do not sign up for healthcare by the extended March 31 deadline will face a penalty charge for failing to have health insurance.

For those who still have questions about healthcare plans, North County Health Services (NCHS) is a Covered California certified enrollment provider, and offers free assistance with online healthcare enrollment.

NCHS was at Oceanside Civic Center Library Feb. 26, where 50 people were lined up for healthcare sign-up assistance within the first two hours.

The service allows people to sit down one on one with a program resource specialist to answer questions about family size, income and health needs, in order to choose the best Covered California healthcare plan, which offers state financial assistance.

It also helps people weigh the pros and cons of keeping their existing healthcare insurance or signing up for a policy under Covered California.

Covered California policies are minimum coverage health plans geared for individuals age 30 and under, and those earning low to medium incomes.

Policies cover doctor visits, preventative care, hospital care, emergency care, care for pregnant women, children and infants and prescription drugs.

Children also receive vision and dental care.

Cheryl McMahan, North County Health Services outreach coordinator, said preventative care is an important benefit of Covered California policies that allows patients to identify and treat chronic diseases early.

"Patients can connect and come in more often," McMahan said.

"More people are going to be healthier."

Income perimeters for Covered California healthcare plans are \$35,325 to \$94,200 annually for a family of four, or \$17,235 to



Ashley Guzman, NCHS outreach workers and Chris Chavez, NCHS outreach assistant, answer questions on healthcare plans. Covered California policies cover preventative, hospital, and emergency care. Photo by Promise Yee

\$45,960 for an individual.

"Family size and income determine how much assistance you are eligible for," McMahan said. "Basically the less you make the more assistance you receive."

State assistance can lower the monthly premium of healthcare costs to \$1 a month in some cases.

Policy choices are platinum, gold, silver or bronze

TURN TO HEALTHCARE ON A16

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**Let's Celebrate.**  
You're Invited to Attend an Open House.

We believe it's important to express our appreciation for the confidence you place in us. In that spirit, we invite you to bring your family and friends to our upcoming open house as we say thank you to our clients, friends and community.

**When:** Tuesday, March 18, 2014  
3 PM - 7 PM  
**Where:** 1401 Camino Del Mar, Suite 102 Del Mar CA 92014

Hors D'oeuvres will be served.  
RSVP: Kathleen Kilcoyne 1-858-755-8789

**Beth Skillman**  
Financial Advisor  
1401 Camino Del Mar Suite 102  
Del Mar, CA 92014  
858-755-8789

**Edward Jones**  
MAKING SENSE OF INVESTING  
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son, actors, and 900 people in the audience. It was all famous movie stars and comedians, they all worked in radio."

Hughes said he has connections to big name actors of radio's heydays.

On stage for the performance was Tommy Cook the original Little Beaver in "The Adventures of Red Rider" serial; Gloria Mc-

create story images in their minds.

Interestingly, Hughes and announcers John and Larry Glassman are both blind and rely on having a keen sense of hearing.

Hughes added that radio draws both an older audience that recalls the golden days, and younger listeners who enjoy a good story.

"It brings people together, who maybe wouldn't be in same room, celebrating literature."

The Big Read is a program of the National Endowment for the Arts, and is designed to revitalize the role of literature in American culture and encourage people to read for pleasure and enlightenment.

rule of thumb, people who are healthy and only need wellness services usually select a bronze plan option.

People who have a chronic condition and need regular treatments and medication usually select a platinum plan option.

"For someone with a chronic condition the higher plan is a better fit," McMaha-

McMahon added people who have an established relationship with a doctor might want to check on which policies their doctor accepts.

Some families and indi-

viduals may qualify for free Medi-Cal coverage based on income, family size and age.

Families of four with an annual income of under \$32,000, and individuals earning less than \$15,860 qualify for Medi-Cal.

Upcoming Covered California sign up assistance will be held March 18 from 3 p.m. to 7 p.m. at Carlsbad Library, 3368 Eureka Place in Carlsbad, and March 24 from 3:30 p.m. to 7:30 p.m. at Encinitas Library, 540 Cornish Drive in Encinitas.

For more information, call NCHS at (760) 736-8718.

According to Encinitas Mayor Teresa Barth, who has since its inception supported the concept of an arts center at Pacific View,

"The city is still willing to meet with the school board to find a win-win solution to keep this historic property for public use and support the children of Encinitas now and in the future."

Encinitas City Councilman Tony Kranz states, "Encinitas has always attracted people who are either artists or supporters of the arts. It's what makes our community so special.

Another thing that draws people to Encinitas is the Pacific Ocean.

So imagine how wonderful it would be to put these two things together by having an arts center a block from the ocean....I'm still hopeful that the School Board will decide to postpone the auction and continue negotiations with us."

According to Save Pacific View, an organization created for the sole purpose

cept of sealed written bids and March 25 is the public opening of bid and public auction.

Scott Chatfield, creator of SavePacificView.org comments, "Right now, our only goal is to stop the auction and allow time for a compromise to be created. That's why as many Save Pacific View emails as possible need to be sent, as soon as possible."

Chatfield adds, "If the SavePacificView.org site works, it'll focus the droplets of people's passion about the Pacific View property into a giant fire-hose that should be hard to ignore."

The Save Pacific View website enables residents to submit emails which are automatically forwarded to the Encinitas Union School District Superintendent and Board members and each member of the City Council of Encinitas.

Emails are also posted anonymously for viewing on the website.

ing land and not ruining it is the most beautiful art that anybody could ever want to own." It would be prudent of EUSD to consider adopting this pragmatic approach to Pacific View.

The Pacific View property is an irreplaceable treasure nestled both geographically and emotionally within the heart of Encinitas. If auctioned to the highest bidder with financial interests as primary consideration, the historic site will be irretrievably lost as a legacy of the community.

Please consider voicing your concerns regarding the Pacific View property by visiting SavePacificView.org to send your comments to policy makers. As a community perhaps we can turn the tide before it's too late.

Kay Colvin is director of L Street Fine Art Gallery in San Diego's Gaslamp Quarter, and specializes in promoting emerging and mid-career artists. Contact her at kaycolvin@streetfineart.com

## HEALTHCARE

CONTINUED FROM A7

level coverage through six Covered California health-care providers within the San Diego region.

Platinum coverage charges patients the highest monthly premium and 10 percent out of pocket costs for services.

At the other end of the scale, bronze coverage charges patients the lowest monthly premium and 40 percent costs for services. Gold and silver levels fall in between.

McMahon said, as a