



## BOROUGH REPORT

*From*

# RUBEN DIAZ JR.

*Bronx Borough President*

THE OFFICIAL PUBLICATION OF THE OFFICE OF THE BOROUGH PRESIDENT



# Our Next 100 Years



## Borough President Ruben Diaz Jr. celebrates Inauguration and the Bronx Centennial kickoff

On January 9, 2014, Bronx Borough President Ruben Diaz Jr. was joined by elected officials as well as business and community leaders for his inauguration ceremony and the official kick off to Bronx County's year-round centennial celebration.

The ceremony featured the swearing-in of the Borough President and the entire Bronx City Council delegation, a historical nod to the first swearing in that took place when Bronx County was created in 1914. Those attending were also encouraged to use the hashtag #bronx100 to discuss the event on social media, a nod to the technology of today.

"Today is a historic day. Not only is it the ceremonial start of my second term as Borough President of this great borough I love, but we are also marking a major milestone as we celebrate the first 100 years of Bronx County. It is our time to shine and let the world know that the Bronx is rich in history, culture and diversity and this is what we are going to showcase in our year-long celebration," said Bronx Borough President Ruben Diaz Jr. at the event.

"The centennial affords us an opportunity to look two ways. We look back 100 years to the origin of the Bronx County and the progress we have made since then. We look forward to using our past advance as a springboard to the future," said Bronx Historian Lloyd Ultan.

During the ceremony, Borough President Diaz and the Bronx Chamber of Commerce also unveiled a commemorative plaque celebrating the centennial.

"The Bronx's Centennial could not have come at a better time. What has been accomplished in the area of economic development in just the last five years will insure that the next 100 years provide our residents and businesses with a community where residents can work in their borough, receive excellent education and health care, our businesses will thrive, while tourists and visitors can shop and visit our sports many diverse sports venues throughout," said Bronx Overall Economic Development Corporation President Marlene Cintron.

"This is an exciting time to be in The Bronx! The entire year will be dedicated to celebrating the last 100 years that have brought us to where we are today and we are anxious to share that with the world," said Bronx Tourism Council Executive Director Olga Luz Tirado.

In addition, tonight the Empire State Building is lit in the colors of the Bronx flag to honor the 100<sup>th</sup> anniversary celebration of the creation of Bronx County.



On January 9, 2014, The Empire State Building was lit up in blue, orange and white, the official colors of our borough, as Bronx Borough President Ruben Diaz Jr. was joined by officials as well and community leaders for his inauguration ceremony and the official kick off to Bronx County's year-round centennial celebration. The ceremony featured the swearing-in of the Borough President and the entire Bronx City Council delegation. Bronx County was created in 1914.

Also, as part of the celebration, the office of Borough President Diaz partnered with the Legislative Gazette

to produce a special edition celebrate The Bronx and its centennial. A PDF of that publication can be read at: <http://on.nyc.gov/1adg7QY>





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Ruben Diaz Jr.  
BRONX BOROUGH PRESIDENT

June 2014

Dear Bronxite:

Our borough continues to see positive change, as individuals and organizations from all over the world have begun to embrace our "New Bronx" agenda. New businesses are taking root in our borough, crime is at an all-time low and people from all over the region, if not the world, are taking a fresh look at The Bronx.

Throughout 2014, The Bronx has celebrated its centennial—100 years as a county of its own. As we look back on where we have been, we must also prepare for our future. Together, as a united borough, as "One Bronx," we are working together to rebuild and rebrand The Bronx. I could not do it without you, and I remain incredibly grateful for your continued support.

Great things are happening in The Bronx. Since 2009, our borough has seen \$5.768 billion in total development, the creation of more than 13,000 in new units of housing and more than 14,000 new jobs created. These are numbers worthy of celebration.

I am incredibly proud to call this thriving borough my home, and I am just as grateful to each of the 1.4 million residents of The Bronx to have served as your borough president since 2009. I would love to hear your thoughts on the future of The Bronx, and encourage you to contact me at [webmail@bronxbp.nyc.gov](mailto:webmail@bronxbp.nyc.gov).

Sincerely,

Ruben Diaz Jr.  
Bronx Borough President

# BOROUGH PRESIDENT DIAZ DELIVERS HIS FIFTH 'STATE OF THE BOROUGH' ADDRESS

*BP Diaz highlights the continued advancement of his 'New Bronx' agenda*

In February, before a packed house at Hostos Community College, Bronx Borough President Ruben Diaz Jr. delivered his fifth annual "State of the Borough" address, highlighting his continued agenda for a "New Bronx" as well as the growth of the borough since 2009.

"Over the past four years, The Bronx has taken major steps forward in all categories, from job creation to crime reduction and everywhere in between," said Bronx Borough President Ruben Diaz Jr. "During the next four years we will continue to implement our aggressive agenda, and bring responsible development to every corner of the borough. That is the 'New Bronx.'"

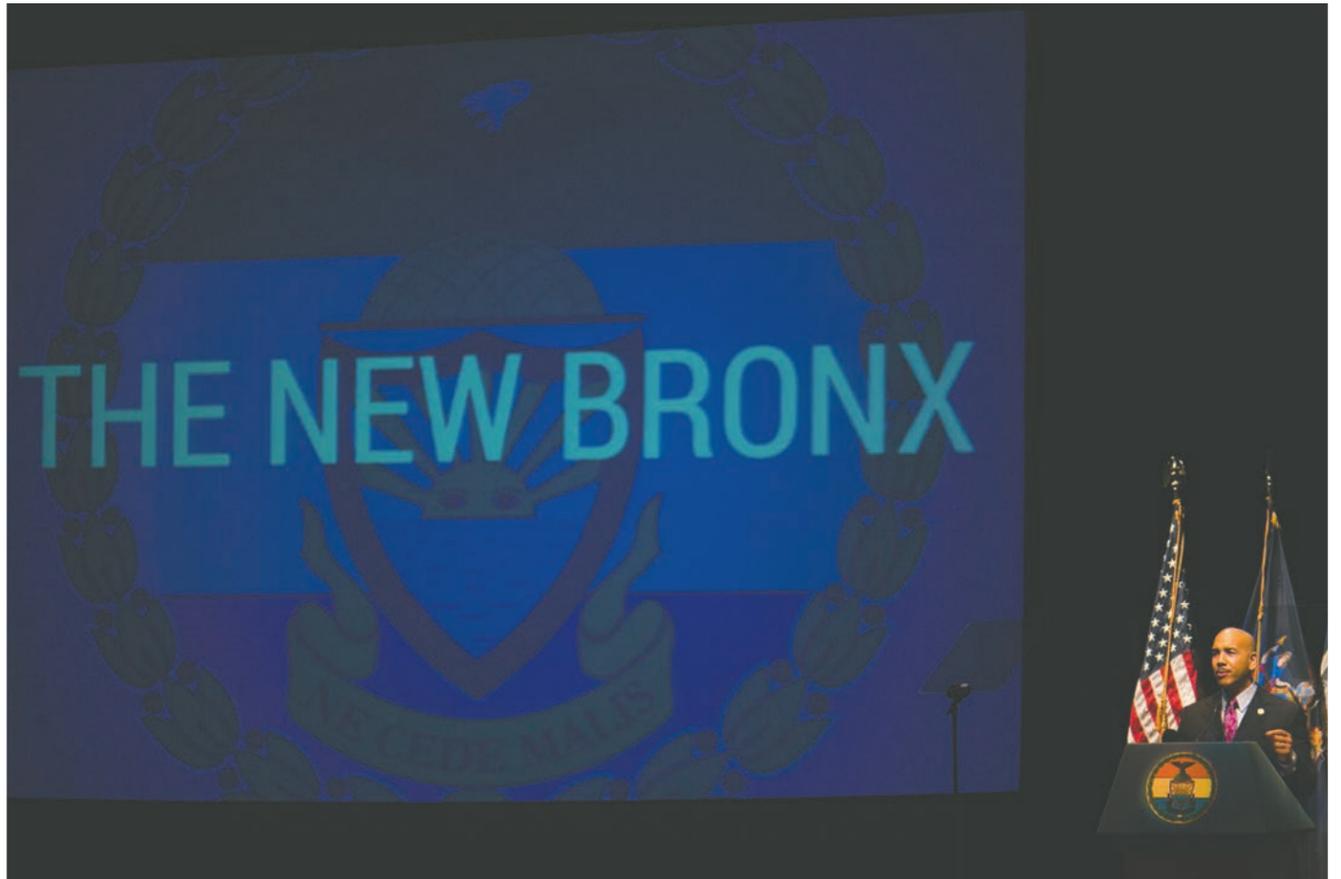
Since 2009, The Bronx has seen \$5.768 billion in total development, the creation of more than 13,000 in new units of housing and more than 14,000 new jobs created. Borough President Diaz highlighted several specific projects, including the new retail mall at Bay Plaza, the relocation of FreshDirect to the Harlem Rail Yards and the forthcoming golf course at Ferry Point Park.

Borough President Diaz also highlighted the redevelopment of the Kingsbridge Armory into the Kingsbridge National Ice Center, a project that will bring the greatest ice sports complex in the United States to the Northwest Bronx.

"This project will bring \$300 million in private development funds, living wage jobs and the strongest possible community benefits agreement ever written to our borough," said Borough President Diaz in the speech. That, ladies and gentlemen, is 'planning with a purpose.' That, ladies and gentlemen, is the 'Diaz Doctrine.'"

During his speech, Borough President Diaz also discussed the continued decrease The Bronx has seen regarding crime statistics, noting that the borough is safer than ever. In 2013 the borough's murder rate dropped 27 percent, shooting incidents fell 25 percent and shooting victims were down 30 percent.

Noting that The Bronx is safer than many major cities, Borough President Diaz called on his fellow Bronxites to



Borough President Diaz delivers his fifth State of the Borough Address to a capacity crowd at Hostos Community College, highlighting his "New Bronx" agenda.

continue their work to change the outdated narrative of The Bronx, and focus on the story of the "New Bronx."

"But we have to rewrite outdated narratives," said Borough President Diaz. "We have to think differently. If a politician in Paris decides to use our hometown to make a cheap political point, or a tour operator twists facts to make a quick buck, we will set the record straight. That is the 'New Bronx.'"

Borough President Diaz also highlighted his support for new transit projects in The Bronx, including ferry service in Soundview and the expansion of Metro North service to the East Bronx. That

plan, which would bring new stations to Co-op City, Morris Park, Parkchester and Hunts Point, is his administration's highest priority, said Borough President Diaz.

"Let me be crystal clear," said Borough President Diaz, "nothing is more important than making this long held vision a reality."

The borough president closed by noting that 2014 is the centennial of Bronx County, using the occasion to discuss the history of the borough, it's continued redevelopment and rebranding, and how the "New Bronx" can only become a reality through shared effort and sacrifice.

"Over the next four years, we will go

even further," said Borough President Diaz. "We will build on this strong foundation, so that 100 years from now, when our successors observe the bicentennial of this county, they will look back at our work and see it as a watershed moment."

Borough President Diaz added, "They will look back and see a time when the people of this borough—regardless of race, gender, creed, sexual orientation—came together with a common cause, a common dream, and worked as 'One Bronx' to develop the 'New Bronx.' Our Bronx." A complete copy of Borough President Diaz's 2014 "State of the Borough" can be found at <http://on.nyc.gov/1fAgbsu>.

## BP Diaz announces 'Vision Zero' initiative for Grand Concourse

In April, New York City Department of Transportation (DOT) Commissioner Polly Trottenberg, NYPD Chief of Transportation Thomas Chan, Bronx Borough President Ruben Diaz Jr. and others, announced that the Grand Concourse would be the second in a series of 25 Arterial Slow Zones to be installed on major streets across the city.

Traffic signals along the Grand Concourse are now synchronized to reduce dangerous speeding along the 5.2 mile corridor from E. 140th Street to Moshulu Parkways that has seen 12 fatalities, including seven pedestrians, between 2008 and 2012.

Through a combination of improved signal timing to discourage speeding, distinctive signage and increased enforcement by the NYPD, the announcement continued the expansion of the arterial slow zone program, and other efforts by DOT and its partners to prevent traffic fatalities and improve safety on New York City streets.

"I'm pleased to announce that the next stop for the Arterial Slow Zone program will be the Grand Concourse, where long crosswalks and high speeds have been a fact of life for too many residents in the Bronx," said DOT Commissioner Trottenberg. "We're bringing innovative safety changes like these to the Concourse, to Atlantic Avenue and other major streets to deter dangerous speeding and deadly crashes, as we work to make these arterials and every New York City street safer for all New Yorkers."

"Vision Zero is a commitment made

for safer streets and roadways by our Mayor Bill de Blasio. The epidemic of traffic fatalities and injuries are unacceptable," said NYPD Chief of Transportation Thomas Chan. "Our city agencies are working hard to achieve these ends. Speeding motorists must slow down, drivers must yield to pedestrians who have the right of way. Pedestrians must use caution and don't assume that drives

always see you."

The Arterial Slow Zone program – one of 63 proposals included in the Vision Zero report released in February – will lower posted speed limits from 30 to 25 m.p.h. on streets that have seen some of the highest numbers of fatalities and serious injuries. Citywide, arterials make up only 15 percent of total mileage but have accounted for some 60 percent of

pedestrian fatalities.

"A safer Bronx is a better Bronx. This slow zone along the Grand Concourse will undoubtedly save lives, and we are grateful as a borough to Commissioner Trottenberg and the de Blasio administration for bringing the principles of 'Vision Zero' to one of our most trafficked thoroughfares," said Bronx Borough President Ruben Diaz Jr.



Bronx Borough President Ruben Diaz Jr. puts up a jump shot during Bronx Week 2014's celebrity basketball game, which took place on Saturday, May 10 at the world-famous Gauchos Gymnasium in Mott Haven. The game was part of the "Community Board Athletic Leadership League," or C-BALL, initiative. More information about C-BALL can be found at [c-ball.org](http://c-ball.org).

# BOROUGH PRESIDENT DIAZ RELEASES ANNUAL DEVELOPMENT REPORT

*Highlights Over \$5.7 Billion in Total Bronx Development Since 2009*

In February, Bronx Borough President Ruben Diaz Jr. released his annual development report, highlighting the total development seen in The Bronx not just during the past year, but since he first took office in 2009.

The report notes that, in total, The Bronx has seen \$5.768 billion in total development in all categories since 2009, when Borough President Diaz first took office. In 2013 alone, The Bronx saw more than \$894 million in new development. The report came on the heels of Borough President Diaz's annual "State of the Borough" address, in which he outlined his vision for the "New Bronx" and discussed the ongoing growth of the borough's economy.

"The 'New Bronx' is more than just rhetoric, it's a movement," said Borough President Diaz. "Our borough is seeing unprecedented new levels of development, with major new projects on the horizon and even bigger ideas ready to take

flight. That is the 'New Bronx.'"

The report notes other development highlights from 2013, including a total of \$601 million in residential development, \$171 million in institutional development and \$121 million in commercial development across the borough.

"The Bronx has come a long way and our Borough continues to flourish with new development. I am delighted that The Bronx is making its mark and this is thanks to the hard work of our Borough President who understands the importance of bringing new projects to help strengthen our economy and create jobs for our residents," said Marlene Cintron, President of the Bronx Overall Economic Development Corporation.

"The Bronx will truly benefit from these developments generating much needed economic activity. These projects are responsible for commerce, job creation, and revenue for our great borough. The Bronx Chamber of Commerce would



On Friday, June 6, Bronx Borough President Ruben Diaz Jr. toured the forthcoming "Mall at Bay Plaza" near Co-op City. Here, Borough President Diaz looks out at the construction from the mall's second deck. The new mall will be anchored by a Macy's, and is slated to open in August.

especially like to thank our great Borough President Ruben Diaz Jr., whose leadership has helped us advance the development and financial prosperity of the Bronx," said Lenny Caro, President & CEO of the Bronx Chamber of Commerce.

"Working with partners like the Bronx Overall Economic Development Corporation, the New York City Economic

Development Corporation, the Bronx Chamber of Commerce and others, my office will continue to implement its 'New Bronx' agenda, one that focuses on 'planning with a purpose' and responsible development," said Borough President Diaz.

To read the complete report, visit <http://on.nyc.gov/1pkMnYS>.

## Exhibition of Daniel Hauben's artwork as part of Bronx Centennial celebration

As one of the many events celebrating the centennial of Bronx County, Bronx Borough President Ruben Diaz Jr. has announced that his office will showcase the artwork of lifelong Bronx resident Daniel Hauben throughout 2014.

Daniel Hauben, a resident of Van Cortlandt Village who has been acclaimed as perhaps the Borough's most versatile and prolific painter, has been painting for the past 25 years. Mr. Hauben, known for being a landscape painter, works with oil paint and chalk pastels to depict what it means to live in this world through his artwork. As a painter he has traveled to numerous countries and parts of the United States to capture both the beauty and fragility in both a natural and urban environment.

Daniel Hauben will be showcasing his exhibit, titled 'Bronx Works,' at the executive office of the Bronx Borough President throughout 2014. The exhibit includes a full scale reproduction on canvas of his famous 17-foot homage to the Bronx entitled "Bronx Vortex." This enormous painting captures a panoramic view and the essence of the Bronx's Fordham Road and Grand Concourse. At this exhibit you will also find other paintings by that artist that illustrates the Bronx in its everyday life.

"Daniel Hauben is a true artist. The Bronx is full of life and diversity and Daniel Hauben captures that spirit in his art," said Borough President Diaz. "One of my favorite paintings from his 'Bronx Works' exhibit is titled 'Bronx Vortex' which is a panoramic view of the well known Fordham



Bronx Borough President Ruben Diaz Jr. and artist Daniel Hauben, a resident of Van Cortlandt Village, survey Hauben's "Bronx Vortex" at the Borough President's office. The piece is part of an ongoing art exhibit celebrating the centennial of Bronx County.

Road and Grand Concourse intersection. I invite everyone to stop by my office to view Mr. Hauben's extraordinary work."

"It is an honor to have my work displayed on the walls of The Bronx

Borough President's office as part of the Bronx's year long centennial celebration," said Daniel Hauben. "The Bronx is such a beautiful, colorful place that it's easy to make come to life on my canvas."

To view Daniel Hauben's exhibit, "Bronx Works," please visit our office located at 851 Grand Concourse, Room 301, Bronx, NY 10451. More information about the artist can be found at his website, [www.danielhauben.com](http://www.danielhauben.com).



# Focusing on our 'New Bronx' agenda

By RUBEN DIAZ Jr.  
Bronx Borough President

As 2013 came to a close, Bronx residents were reminded that many around the world suffer from a startling unawareness of our borough's ongoing and impressive renaissance.

In particular, two rival political candidates in Paris became embroiled in a mean-spirited debate over whether Paris, which has seen its own crime rates rise in recent years, had become The Bronx. Not only was this unnecessarily offensive to the 1.4 million people who proudly call themselves Bronxites, it is entirely divorced from the facts on the ground.

In 2012, The Bronx saw its lowest crime rate since the early 1960's. In 2013, those numbers got even better. Our murder rate fell roughly 27 percent, and shootings here fell about 25 percent.

These major gains in our borough are driving crime rates down for the entire city. 2013 was the safest year the City has ever seen since crime stats have been recorded, and the aforementioned Bronx numbers are responsible for a tremendous amount of that improvement.

In fact, by certain metrics, The Bronx is safer than many of our neighbors, such as Philadelphia and Boston, thanks in no small part to the civic minded and community spirited people who make

our borough their home.

New growth and new opportunity can be seen in every corner of the "New Bronx." Innovative, inventive new projects are coming to life in every corner of the borough. Yet we are still faced with a false narrative, harkening back to a past that, while not forgotten, is by no means at the forefront of the minds of those who live in The Bronx today.

2014 is our centennial. 100 years ago, our borough became its own county, and the last 100 years have seen tremendous change in The Bronx. Every single day we see something new in The Bronx, something that may have been considered unthinkable just years ago.

Who would have ever thought that The Bronx, the birthplace of hip-hop and salsa, would also be the future home of the greatest ice hockey and figure skating complex in the world? We have our coffee shops, gourmet restaurants, food

producers and cocktail bars—just like our neighbors in Brooklyn and Queens.

The last 100 years have seen major changes in The Bronx on all fronts—demographically, culturally, economically. We are one of the most diverse places in the world, and we embrace that diversity.

We're creating jobs, we're building our infrastructure, and we're taking advantage of the interesting opportunities that present themselves to us. We are meeting our challenges head on, and the fruits of our labor can be seen in every corner of the "New Bronx."

But we are working assiduously to rebuild and rebrand our borough, and it is time that those elsewhere—be it halfway around the world in Paris or right here in the five boroughs—recognize that work, and discard their devotion to the now ancient and outdated stereotypes of the 1970's and 1980's.

It's time for the world to take notice.



In May, the Museum of the City of New York's education department unveiled its new school program "Bronx Tales: A History of the Borough."

This event is a proud partnership between the Museum of the City of New York and the Bronx Borough President's Office, and is being launched to coincide with the ongoing celebration of the centennial of The Bronx.

Through the program, students will learn about the rich history of the Bronx by analyzing sources such as maps, photographs, music and more! Students will investigate themes such as: famous places, notable people from The Bronx, transportation and infrastructure, parks, and art and culture. Participants will create a map documenting their findings to showcase a comprehensive understanding of the borough to honor its 100<sup>th</sup> birthday as a county of its own.

"My office is proud to partner with the Museum of the City of New York on this wonderful new program highlighting the great history of The Bronx. This year is the centennial of Bronx County, and in partnership with the Museum we can provide our students with this wonderful opportunity to learn more about the history of their hometown. I encourage all Bronx schools to take advantage of this fantastic program, and I am incredibly grateful that the Museum of the City of New York has joined our centennial celebrations in such a tremendous way," said Bronx Borough President Ruben Diaz Jr.

For more information about this program and how to get your students and school involved, email [schoolprograms@mcny.org](mailto:schoolprograms@mcny.org) or visit [mcny.org](http://mcny.org).

## BP Diaz honored by the McSilver Institute

In May, Bronx Borough President Ruben Diaz Jr. was honored by New York University's McSilver Institute for Poverty Policy and Research for his work combating poverty for children and families in The Bronx and across the city.

The McSilver Institute for Poverty Policy and Research oversees numerous applied research studies aimed at addressing the root causes of poverty, as well as examining approaches to reduce its effects. McSilver's studies are defined by research partnerships with policy makers, service organizations, and community stakeholders. An understanding of the

links between individuals, families, and communities to their external environments, as well as the interrelatedness of race and poverty guide McSilver's research efforts.

At a time when the number of children and families living in poverty is on the rise, it is critical that needs of highly vulnerable children and families are addressed. McSilver will continue to work diligently to assist impoverished communities nationally and internationally.

The McSilver Institute was founded in 2008 through the generosity of Constance and Martin Silver.



On June 5, Bronx Borough President Ruben Diaz Jr. addresses the crowd at the 100th anniversary celebration of the 41st Precinct—the infamous "Fort Apache." This precinct had 44 murders to date in 1990, and has zero so far in 2014.

## Borough President Diaz Releases Waterfront Report



### THE SPECIAL HARLEM RIVER WATERFRONT DISTRICT

*An Overview of the Opportunity on the Bronx Waterfront between East 138th Street and East 149th Street*

Office of the Bronx Borough President  
Ruben Diaz Jr.



In March, Bronx Borough President Ruben Diaz Jr. released a new report outlining the positive effects the future redevelopment of the Special Harlem River Waterfront District will have on The Bronx.

As noted in the report, the redevelopment of the Special Harlem River Waterfront District (SHRWD)—located between East 138<sup>th</sup> and East 149<sup>th</sup> Streets—will bring no less than \$500 million in new development to The Bronx, creating more than 3,500 new jobs and more than 1,500 new units of housing of all types.

"The Special Harlem River Waterfront District has the potential to totally transform an underutilized section of The Bronx while also creating new waterfront recreation opportunities for the entire borough. This report outlines many of the ways this development could help our continued efforts to build the 'New Bronx,' and will spark even more interest in the future of our waterfront," said Bronx Borough President Ruben Diaz Jr.

"This district is ripe for developers and small businesses alike to create a thriving, new community just a stop away from Manhattan. I look forward to working with all interested parties to bring new life to the Special Harlem River Waterfront District," said Marlene Cintron, President of the Bronx Overall Economic Development Corporation.

In February, Borough President Diaz discussed the future of the SHRWD in his annual "State of the Borough" address.

"Given all of this new development, we have to do more to influence growth. That means continuing to implement our conceptual master plan for the redesign of The Bronx. That means smart, sensible planning—planning with a purpose—that makes the most of our available amenities. It is time for the creation of a new waterfront district along the Harlem River between 138<sup>th</sup> and 149<sup>th</sup> Streets, one that would lead to development similar to the Brooklyn Bridge Park. Bronxites should have quality waterfront access, and this project could make that happen," said Borough President Diaz in his speech.

The report can be read here: <http://bit.ly/bxwaterfront>.



# BOROUGH PRESIDENT DIAZ CELEBRATES BRONX WEEK 2014

## Swizz Beatz, David Zayas, Rachel Ticotin, William M. Colon III and Priscilla Lopez Inducted to Bronx Walk of Fame during County's Gala Centennial Celebration

Bronx Borough President Ruben Diaz Jr. officially launched Bronx Week 2014 in May, hosting a celebration of the "Best of the Bronx" at the newly-opened Gun Hill Brewery on Laconia Avenue.

At the event, Borough President Diaz announced that five Bronx natives—Grammy-award winning hip-hop producer Swizz Beatz, actor and star of Showtime's "Dexter" David Zayas, film and TV star Rachel Ticotin, New York Jets offensive lineman William M. Colon III and Tony-award winner Priscilla Lopez would be this year's inductees to the Bronx Walk of Fame.

"2014 is our county's centennial, and I can think of no better way to celebrate the best of our borough than by welcoming home these five individuals, who have made a major impact in their respective fields, back to where it all began, right here in The Bronx," said Bronx Borough President Ruben Diaz Jr.

"Bronx Week is where we showcase the Borough's rich history, its institutions, and cultural diversity. This is an exciting time to be in The Bronx, especially this year as we celebrate the last 100 years. Bronx Week is just the beginning and we have a slew of events lined up across the Borough as part of our Bronx centennial celebration," said Bronx Tourism Council Executive Director Olga Luz Tirado.

"Bronx Week is a way to honor Bronx businesses, veterans, seniors, youth, volunteers and our hometown greats. It is a week devoted to the people who matter most to this borough. Tourism is up, crime is down and what has been accomplished in the area of economic development here in the Bronx is outstanding. Now's a great time to learn more, during Bronx Week 2014," said Marlene Cintron, President of the Bronx Overall Economic Development Corporation.

With over 14 years of creating music for some of the biggest musicians in music history, Grammy-winner Swizz Beatz has contributed to the sale of over 280 million records in just the US alone, working with the likes of Jay-Z, DMX, Beyonce, Kanye West, and Bono to name a few. When not creating music, Swizz is an avid art collector and painter whose goal is to inspire new artists around the world to express themselves and is working on opening his own international "new artist" art gallery. He is also a philanthropist who is involved in many charities and recently served as the first Global Ambassador for New York City's Health and Hospitals Corporation. He is also heavily involved with the Bronx Charter School for the Arts and, more recently, was accepted into the Harvard Business School's Owner/President Management for executives of top-billing companies.

A resident of Riverdale, David Zayas was born and raised in The Bronx, originally from Hunts Point and



Borough President Ruben Diaz Jr. unveils the official Bronx County Historical Society "Bronx Afghan" during this year's Bronx Walk of Fame induction ceremony.

then later the family moved to the Soundview. He attended Adlai E. Stevenson High School and after graduating joined The United States Air Force. After his time in the service, David returned back to The Bronx and joined the NYPD, where he served for 15 years before retiring in 2000. Zayas began his acting career in 1992 in theater. He is best known for his role as "Angel Batista" on the Golden Globe-nominated psychological drama "Dexter." His other television credits include "Oz," "New York Undercover," "Law & Order," and "NYPD Blue." He has also starred in numerous films, including "The Expendables," "Sixteen Blocks," "Bringing Out the Dead" and "The Interpreter." Zayas will next star opposite Helen Hunt in the indie feature "Ride," the upcoming film remake of the 1982 movie musical "Annie" opposite Jamie Foxx and Cameron Diaz, and can currently be seen as "Junior" in the series Saint George opposite George Lopez for FX.

Rachel Ticotin was born and raised, along with her five siblings, in The Bronx. Her father Abraham was a used car salesman on Jerome Avenue and her mother Iris, after raising most of their children, became a bilingual teacher for the New York City public school system. Ms. Ticotin began her career, along with her sister Nancy and brother Marcus, in a production of The King and I at City Center. She would then go on, along with her

sister Nancy, to become one of the founding members of Tina Ramirez's Ballet Hispanico of New York dance company. After a switch of careers Ms. Ticotin became an actress and began her film career co-starring in Fort Apache, The Bronx. Since then she has appeared in many films, stage, and television shows such as "Total Recall," "Don Juan de Marco," "Con Air," "Man on Fire," "Sisterhood of the Traveling Pants" and "Law & Order: Los Angeles." She currently mentors and works with students at the La Guardia High School for the Performing Arts and is currently a student in the school of General Studies at Columbia University.

William M. Colon III is entering his second season as the starting right guard for the New York Jets. He entered the NFL in 2006 as a fourth-round draft pick of the Pittsburgh Steelers and went on to win Super Bowl XLIII in January 2009. A Bronx native, Colon played college football at Hofstra University in Long Island after he earned the outstanding defensive player award at Cardinal Hayes High School. Colon is passionate about giving back and dedicates his off the field philanthropic work to The Alliance for Lupus Research as well as hosting an Annual Thanksgiving Turkey giveaway benefiting those less fortunate in the Melrose Section of The Bronx.

Born on Simpson Street, Priscilla Lopez has been a fixture of stage and screen since the 1960's, and in 1980 won the Tony Award for Best Featured Actress in a Musical for her performance in "A Day in Hollywood / A Night in the Ukraine." Ms. Lopez was a part of the original production of "A Chorus Line," and appeared as Camilla in the Broadway production of "In The Heights" from 2008-2011. She has also appeared in "Maid in Manhattan," "Law & Order," "All in the Family," and recently completed production on the film version of the off-Broadway hit, "Tony & Tina's Wedding."

Bronx Week 2014 was made possible thanks to the support of the Montefiore Medical Center, the principal sponsor of this year's events.

"Montefiore is proud to support Bronx Week, a great annual celebration that brings the borough together and promotes healthy living," said Steven M. Safyer, M.D., president and CEO of Montefiore Health System. "As an institution committed to improving the health of the communities we serve, Montefiore not only provides high quality, patient-centered health care, but we also work to ensure all Bronx residents have access to health coverage."

Other Bronx Week 2014 sponsors included Healthfirst, HealthPlus Amerigroup, Affinity Health Plan, Center-Light Healthcare, conEdison, Lehman College, Bronx Community College, Hostos Community College, Metro Plus Health Plan, Cablevision, WellCare, VNSNY, Mercy College, Jewish Home Lifecare, Fordham University, News 12, Domino's, Bronxnet, Coco Delicioso Helado, and the Bronx Design Group.



Bronx Borough President Ruben Diaz Jr. joins the 2014 Bronx Walk of Fame honorees in a show of Bronx Pride at this year's Bronx Ball. The honorees were (left to right) actor David Zayas, hip-hop mogul Swizz Beatz, actress Rachel Ticotin, NFL star William M. Colon III and Broadway star Priscilla Lopez.

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***BP partners with J-Lo and Montefiore to enhance health care for Bronx kids***

Steven M. Safyer, MD, President and Chief Executive Officer of Montefiore, Bronx native Lynda Lopez, Bronx native and music superstar Jennifer Lopez, and Bronx Borough President Ruben Diaz Jr. discussed the health issues and concerns of The Bronx in June, when the Lopez sisters joined with Montefiore to launch the Center for a Healthy Childhood. The new initiative between the Lopez Family Foundation and Montefiore aims to promote healthy living through community health programming, positive messages to raise children's self-image and a healthy environment so every woman, child and family can achieve their full potential.

***Strike up the Band at Bronx Week Celebration***

Bronx Borough President Ruben Diaz Jr. watches The Bennington Band of P.S. 76 perform at the annual Bronx Week parade and festival. The event showcases the best of The Bronx, and everything that makes the borough a great place to live, work and raise a family.



***'Taste of The Bronx' highlights the culinary treasures of the borough***

On Thursday, June 19, Bronx Borough President Ruben Diaz Jr. joined The Coca-Cola Company to host "Taste of The Bronx." The event, which featured over 20 Bronx restaurants and food producers, took place at Coca-Cola's midtown headquarters, and provided an opportunity for food writers, food bloggers and food industry professionals a chance to sample some of the great culinary options produced in Bronx County. Here, Borough President Diaz samples an offering produced by B. Blossom Catering, which specializes in organic and vegetarian food.

## Borough President Diaz holds 'Respect Our Block' poster contest

### Contest Encouraged Bronx Students to Help Keep Their Neighborhoods Clean

In March, Bronx Borough President Ruben Diaz Jr. announced the launch of the "Respect Our Block" Poster Contest. The contest was open to elementary, middle and high school students across the borough, and invited individual students or groups of students to create a poster urging their neighbors to "Respect Our Block."

"Warmer weather is coming soon, and we want to make sure our streets and our parks are clean so that we can all enjoy the outdoors. This poster contest will help Bronx students display their own community spirit, and I hope that students from every corner of the borough participate in this contest and help keep their neighborhood clean," said Borough President Diaz at the launch.

Two winners were chosen as part of the contest, and were announced at a press conference in June. They were Aliya Victor, a kindergarten student at P.S. 121—The Throop School, near Allerton Avenue and Marielys Perez, a fifth grader at P.S. 100 in Soundview.

Borough President Diaz hosted a press conference to announce the two winners. The day included a lunch with the borough president, and each student received an e-reader as their prize.

The "Respect Our Block" contest, which is part of the borough's ongoing centennial celebrations, was launched in response to concerns and complaints raised by Bronxites to the Borough President's Office regarding litter, pet waste and other issues that can make a neighborhood look unappealing. Through this contest, Borough President Diaz hopes to engage the children of The Bronx and use their energy to make our streets cleaner and increase pride in The Bronx.

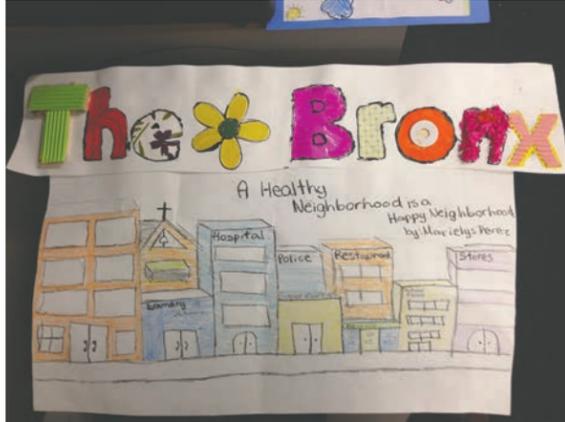
"It is never too early to get our youth involved in their communities. Through this contest, we can help instill a strong love for The Bronx in our students while making our communities nicer. We encourage students and teachers alike to get involved, and tell the world to 'Respect Our Block!'" said Borough President Diaz.

"This contest will not only emphasize the importance of respecting our borough and neighborhoods, but it will also plant a positive sense of civic responsibility in our young Bronxites and provide a significant service by reminding people to help prevent the many quality of life issues that flare up in the warmer months. I want to thank Bronx Borough President Ruben Diaz Jr. for creating this contest, and I look forward to seeing what our many talented students in The Bronx come up with," said Council Member James Vacca.

"The 'Respect our Block' contest is a wonderful opportunity for our youth to demonstrate their creativity while highlighting their neighborhoods. I can't think of a better way to continue the renaissance than encouraging Bronx pride in our borough's kids," said Council Member Annabel Palma.

"I applaud the efforts by our Borough President to encourage Bronxites to promote opportunities to enhance the beauty of our beloved borough through the launch of "Respect Our Block" Poster Contest. This is a thoughtful approach to allow our future leaders, our youth, of the Bronx to use their creative skills to raise the pride and spirit of our residents," said Council Member Vanessa L. Gibson

"We have a strong sense of pride here in The Bronx and I encourage students from all corners of the borough



to show off their pride by entering the 'Respect Our Block' poster contest. I applaud Borough President Diaz for creating this initiative and I am looking forward to seeing all of the students inspiring work," said Council Member Andrew Cohen.

"I commend the Borough President for his innovative approach to youth engagement through the 'Respect Our Block' Poster Contest. It's my hope that these kinds of creative initiatives will better enable us to cultivate among Bronx youth a long term commitment to the responsible stewardship of the borough," said Council Member Ritchie Torres.

"As district manager for Bronx Community Board #3, which services the communities of Morrisania, Melrose, Claremont, Crotona Park East, Bathgate and Woodstock in the Bronx, I applaud Bronx Borough President Diaz in his effort to raise the consciousness of adults and youth between the ages of 6 to 18, about becoming 'stakeholders' and 'guardians' for ensuring the

cleanliness of their immediate living environments; from streets and sidewalks to parks and recreational facilities. It is my hope that the 'Respect Our Block' Initiative of Bronx Borough President Diaz, will serve to remind our youth and adults, that the care and cleanliness they provide for their living environments, is a "reflection" of themselves and what they aspire to become," said John Dudley, District Manager for Bronx Community Board #3.

"It is our hope that this initiative will foster a moral discernment not only within our youth but all community residents and encourage an action towards personal responsibility." Jose Rodriguez, District Manager of Bronx Community Board #4.

"As the Chair of Community Board 7 and past teacher, I know that our youth care about the blocks they live on and would enjoy such an opportunity to artistically express their desire for all Bronxites to take pride in, love and cherish the communities they live in," said Adaline Walker Santiago, Chairperson of Bronx Community Board #7.



**Bronx Borough President Ruben Diaz Jr. stands with the family and teachers of the two winners of his "Respect Our Block" Poster Contest. They are Aliya Victor, a kindergarten student at P.S. 121—The Throop School, near Allerton Avenue and Marielys Perez, a fifth grader at P.S. 100 in Soundview. Aliya's poster is pictured on the left above, and Marielys' poster is pictured on the right.**

## BP Diaz Asks Mayor to Support Soundview Ferry pilot plan

Bronx Borough President Ruben Diaz Jr. has written a letter to Mayor Bill de Blasio, asking the mayor to support a three-year pilot program for ferry service in Soundview.

"History clearly attributes the profound success of New York City to its ports and waterways. Rediscovering and reinventing how these same assets can be used today is what I believe this ferry service proposal represents. This proposal deserves to be tested, and it is my hope that, in partnership with your office, we can make this pilot program a reality," wrote Borough President Diaz in his letter to Mayor de Blasio.

The full letter can be read on [nyc.gov/1mwQbq5](http://nyc.gov/1mwQbq5).

Others joined Borough President Diaz to support the three-year pilot proposal.

"Residents in my community have long-endured grueling and often hours-long commutes by subways and buses, and on congested roadways. Over time these commutes take an emotional and economic toll on families racing between work and child care. That's why I have long supported bringing ferry service to the Bronx. It will not only bring about dramatic quality-of-life improvements, but also reduce overcrowding on public transit and cut down on traffic-related pollution. I'm pleased to see Borough President Diaz making Soundview ferry service a priority, and I urge the mayor to adopt the three-year pilot plan," said Council Member Annabel Palma.

"It is high time that the Bronx is connected to the other four via bor-

oughs via ferry. Let's start with Soundview to employ the blue highway to ease commutes, create jobs and provide needed transportation service to underserved communities in the Bronx and throughout the City of New York," said Roland Lewis, President & CEO of the Metropolitan Waterfront Alliance.

In his "State of the Borough" address in February, Borough President Diaz called for expanded ferry service in Soundview as part of an increased push for transit options in The Bronx.

"It's time we embark on our innovative ideas. It's time to bring ferry service to Soundview. This plan would open up new transit options for thousands of Bronx commuters. A recent study found the Soundview route to be among the most promising ferry sites in the city, and noted that property values and new development has grown faster at current ferry locations. Working with Council Member Annabel Palma, we will see similar growth here.

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**We can be reached at (718) 590-3554**