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Pizarro: 'Traffic Jam' a lighthearted way to spread Measure B message

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In a political season that's been downright nasty on the national level, it's refreshing to see a political campaign that's taking a more lighthearted approach to getting out its message. I'm talking about the Yes on B campaign, which will be giving out thousands of jars of fruit jelly in coming weeks to spread its message: "No Traffic Jams."

Silicon Valley Leadership Group CEO Carl Guardino, a leader of the campaign to pass a 30-year, half-cent sales tax to provide \$6 billion for road and transit improvements, said it's a less-serious way to get across a serious message.

"One of the biggest frustrations workers and families face in Silicon Valley are the 'Traffic Jams' we endure on our highways, expressways, neighborhood streets and local roads," Guardino said. "With Measure B, Santa Clara County voters can enjoy a sweeter commute."

And the cinnamon-flavored apple jelly surely tastes better on toast than any political mailer you'll get this season.

FOOD FOR THOUGHT: The Santa Cruz-based Homeless Garden Project has assembled an impressive lineup of local chefs for its Sustain Supper at its farm on Saturday.

Mark Denham of Soif will provide appetizers, Kendra Baker of Assembly is handling the salad, Stephen Beaumier and Katy Oursler of Mutari Chocolate will be doing dessert, and the entree will be created by Charlie Ayers, the former executive chef at Google who owns Calafia in Palo Alto. There'll be more than good food to chew on, too, as guests will hear from Novella Carpenter, author of the memoir, "Farm City: the Education of an Urban Farmer," about bringing farming to downtown Oakland.

Tickets to the dinner are \$125 and can be purchased at www.homelessgardenproject.org.

GOOD DEED DEPT.: Outrageous Outgrows, a children's consignment event that takes place twice a year at the Santa Clara County Fairgrounds, has been helping families stretch their dollars for the past 15 years. The event partners with City Team Ministries in San Jose, too, and gives the nonprofit all the unsold items that sellers wish to donate.

But Outrageous Outgrows co-owner Juli Buccellato says they're doing a bit more this year by accepting donations of men's, women's and kids clothing and shoes, as well as small houseware items like dishes, blankets and silverware on City Team's behalf. Outrageous Outgrows will be at the fairgrounds from 9 a.m. to 5 p.m. Friday through Sunday.

"At last count we had over 50,000 gently used items for sale and many empty barrels waiting to be filled for City Team," Buccellato said. "We would love to fill their storeroom to overflowing for the coming cold months ahead."

More than 300 volunteers from Adobe and SAP worked with KaBOOM! to build a playground at San Jose's Seven Trees Educational Center for 75 students on the autism spectrum.

And the American Heart Association expects to raise more than \$700,000 with the Silicon Valley Heart Walk, taking place Saturday morning at Kelley Park in San Jose. More than 4,000 people are expected to be walking the 5K course for heart health from 8:30 a.m. to noon. But there's always room for more. Check it out at www.siliconvalleyheartwalk.org.