

Annual Report 2012



Letter to Residents



Concord is a great city

What makes Concord a great city is its residents and business owners who value being part of something bigger – the Concord community. While the recession has reduced the City’s budget and made it more difficult to provide the kinds of services offered ten years ago, residents have stepped up to offer support. Voters passed Measure Q, the half cent sales tax, in 2010. Businesses have continued to invest in the community by renovating their facilities and looking forward to an economic turnaround. Volunteer organizations are working every day to better the community.

One such group is the Police Department’s Volunteers in Police Service (pictured above). These dedicated individuals assist with many functions that free up sworn officers for higher priority tasks. Some of their many duties include vacation house checks, neighborhood patrols, organizing Neighborhood Watch meetings, playing a vital role in the City’s emergency response program, and assisting with various administrative duties. In 2011, members of the VIPS received the President’s Volunteer Service Awards representing 15,000 volunteer hours contributed by 83 VIPS over the previous year. This service has a value to the City of approximately \$323,000. The VIPS are just one example of the contributions made by residents to this community every day.

As the City continues to face a number of challenges due to the length and depth of the recession, we want to express our appreciation to residents and business owners for continuing to make Concord a great place to live and work.

We present this Annual Report to you, the residents and business owners of Concord, as part of the City’s on-going commitment to transparency and accountability.

Respectfully,
Mayor, City Council, City Treasurer
City Manager
City Attorney
City Employees

One the cover, clockwise from top left: (1) Eagle Scout Julian Houghtby at the dedication of the Gold Star Memorial he designed and built at the Senior Center as a service project to honor local military personnel who lost their lives in Iraq and Afghanistan. (2) Patrons enjoy a summer evening in downtown Concord. (3) Vintage autos on display around Todos Santos Plaza during ‘Cool Concord Cars’ on June 30. (4) Happy participants at the Pooch Parade costume contest during the Halloween event on October 30.



Awards and Recognition

Helen Putnam Award

The City received a Helen Putnam Award of Excellence from the League of California Cities in the category of enhancing public trust, ethics and community involvement for the Penny for Your Thoughts community priorities game conducted at the Living Within Our Means public workshops held in early 2010. The award was featured in the December issue of *Western City* magazine.

Award of Excellence

The City’s Parks Division received the California Parks and Recreation Society Award of Excellence in Maintenance Management and Operations for the Median Turf Conversion project and was also featured in the League of California Cities newsletter.

Tending the community forest

Concord was named a Tree City U.S.A. by the National Arbor Day Foundation for the 30th year. This national award honors Concord’s commitment to its community forest. Concord celebrated Arbor Day on May 5 with the planting of eight trees at Ellis Lake Park. Parks Services maintains 1,080 acres of open space and 379 acres of developed parkland.

Fiscal Accountability

Concord received the Government Finance Officer Association (GFOA) Excellence in Financial Reporting award for the Comprehensive Annual Financial Report (CAFR). This is the 19th consecutive year in which the City has achieved this award.

The City's budget picture

Challenges to the City's budget continued to be a focal point in 2011. During the year, emphasis was placed on reducing the size of the City organization through consolidation of departments, further trimming budgets, and streamlining programs. In June, the City Council passed the budget for the July 2011–June 2012 fiscal year with no additional reductions in City services that year but with the knowledge that additional cuts would be needed in future years.

For the third year, employees continued to take 13 unpaid furlough days, representing a 5 percent cut in pay; no raises or cost of living increases were awarded. In addition, employees paid increased percentages of their retirement and medical benefits. The City reduced staff by 25 percent over three years, from 499 employees in FY 2008-09 to 376 employees in FY 2011-12.

The \$9 million in revenue from Measure Q, the voter-approved half-cent sales tax measure passed in November 2010, contributed greatly to the City's ability to continue to provide many services at 2009 levels and to continue to rebuild its reserves. In April, the City Council appointed a seven-member Measure Q Oversight Committee. The committee provided recommendations to the City Council on the use of Measure Q revenue as the budget was being formulated.

Loss of redevelopment

At the end of December, the State Supreme Court ruled that California lawmakers had the authority to eliminate all 400 of the State's redevelopment agencies, as was proposed earlier in the year. The elimination of the Concord Redevelopment Agency will have a severe impact on the community. Funding for the agency came from local property taxes paid within the redevelopment area boundaries, which were then put back into projects and programs to improve the area. For example, the agency facilitated the construction of over 2 million sq. ft. of office space, including the Bank of America Technology Center and Metroplex, renovated Todos Santos Plaza and the surrounding area, and attracted new

businesses downtown through its highly successful series of events in the plaza.

Not only will the City lose the programs and investments that redevelopment has traditionally supported, but approximately \$2.1 million in General Fund budget cuts or additional revenue will need to be found to replace redevelopment funding. This comes at a time when the City is already finding it challenging to balance the General Fund budget, even with revenue from Measure Q.

Downtown events in jeopardy

The 45 annual downtown community events, most of which were supported by the Redevelopment Agency, have greatly contributed to the revitalization of the City's historic downtown. The events attract over 200,000 visitors to Todos Santos Plaza each year. With the elimination of the Redevelopment Agency, residents will see a reduced number of special events and less than a dozen music concerts this summer unless additional funding is found to support them. Information about making a donation to support downtown events can be found on the City's website, www.cityofconcord.org.

Revitalization and housing programs eliminated

The Redevelopment Agency supported job creation by implementing many economic development programs to attract, expand and create businesses, making Concord a regional job center. Funding for capital improvement projects such as downtown streetscape improvements, landscaping improvements and public right-of-way projects was a core mission of the agency. The agency also was the main funding source for creating and preserving local affordable housing. Because of this action by the State, all of the agency's projects and programs may be eliminated.

As this publication goes to press, the City Council is considering its options for the FY 2012-13 budget year. For updates on this issue, visit the City's website, www.cityofconcord.org.



Concord at a Glance

Area	31.13 sq. miles
Elevation.....	72 feet
Founded	1868
Incorporated.....	1905

Profile

Population	122,000
Households.....	46,000
Household median income	\$75,166
Median home value	\$244,366
Median age	38

Business Profile

Total working residents	60,000
Education beyond high school.....	52%

Travel Distances (miles)

UC Berkeley.....	20
Oakland.....	22
San Francisco.....	29
Napa/Wine Country.....	32
San Jose	51
Stanford University.....	58
Sacramento.....	65
Carmel/Monterey	139
Yosemite National Park.....	144
Lake Tahoe/Reno.....	205

Average Temperatures

Spring	67
Summer	86
Fall	76
Winter	60

2011 Project Highlights

Progress on CNWS Reuse Project

A project by the Navy to recycle railcars on the former Concord Naval Weapons Station in 2011 was one of the first visible steps in a multi-year process to return the base to civilian use. The Navy removed 343 railcars from the property, and transported them to Pittsburg for recycling. The project was completed in November.

Also in 2011, work continued on the Concord Reuse Project Area Plan. This plan provides the foundation for amending the adopted Concord Community Reuse Plan into the City's 2030 General Plan. The area plan sets the standards and policies that will guide development in a manner consistent with the community's vision for reuse of the base. The Area Plan was approved by the City Council in January 2012.

Pool news

Work started to replace Meadow Homes Pool, 1351 Detroit Ave., with a new 3,000 sq. ft. spray park. The cost to upgrade the old pool and bring it up to current standards was prohibitive. After much community outreach, the spray park was selected as a better use for the space. Funding to build the project came from a grant from East Bay Regional Park District Measure WW funds, and not from the City's General Fund.

The mechanical systems at Concord Community Pool were upgraded to increase energy efficiency. New high-efficiency heaters were installed and the pool's circulation pump was renovated.

Parks projects

Four bocce courts and a new off leash dog park opened at Baldwin Park on Parkside Circle. The bocce project was funded through \$392,600 in Measure WW funds and \$69,300 in Parkland Funds and was recommended by the Parks, Recreation and Open Space Commission.

New lighting, benches, wood trellis arbors for shade, security fencing, landscaping and picnic tables were included in the project.

Energy Efficiency Project

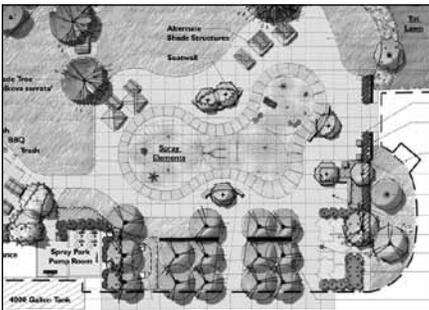
After an energy audit in 2010, the City embarked on a project to improve energy efficiency and reduce expenditures on gas and electricity at City facilities. The project is funded through grants, PG&E rebates, building replacement funds and savings in energy costs.

In 2011, several projects were started or completed. Construction began on solar panels at Concord Community Park. The panels are incorporated into two new shade structures, one in the tennis court parking lot and the second in the area near the public restroom. Energy from the solar panels will be used to power the pool circulation pump. The project will result in \$43,000 in annual energy savings.

Also moving forward is a project to replace the city's 8,200 streetlights with induction lighting, saving the City an estimated \$300,000 annually. Unfortunately, some of the new streetlight fixtures installed in 2011 were faulty. The manufacturer has supplied the City with upgraded fixtures at no cost, and the project continues in 2012.

Pedestrian improvements

A multi-year project to improve pedestrian access in the city's Monument Boulevard area was completed. The Monument Corridor Pedestrian Infrastructure Improvements allow easier access to BART, commercial centers and residential areas along Monument Boulevard from Carey Drive to Meadow Lane/Oak Grove Road, and on Meadow Lane from Monument Boulevard to Sunshine Drive. The project was funded with a \$1.2 million Surface Transportation Program (STP) grant, a \$300,000 American Recovery and



Solar panels go up in Concord Community Park

Design for the new spray park

Youngsters try out the iceless ice rink in Todos Santos Plaza



A railcar is lifted onto a trailer on the former Concord Naval Weapons Station in preparation for its move to Pittsburg for recycling. In one of the first visible steps in the multi-year process to return the base to civilian use, the Navy removed 343 railcars from the property

Reinvestment Act (ARRA) grant, and Redevelopment Agency funds.

New at the Police Department

A new, state-of-the-art dispatch center was installed at the Concord Police Headquarters building at 1350 Galindo St. to assure continued fast response to emergency calls.

In December, the City Neighborhood Preservation division that oversees code enforcement moved from City offices on Parkside Drive to the Police Department Headquarters building. The move will streamline neighborhood services.

Daytime curfew and smoking ordinances

The City Council passed a daytime curfew ordinance that went into effect at the beginning of the 2011 school year. The curfew applies only to public school students during regular school hours. The Concord Police Department views the new law as a crime-prevention ordinance.

The City Council approved an ordinance in October that bans smoking downtown within a 17-block area around Todos Santos Plaza. The ban applies to sidewalks and public areas, as well as to areas on private property that are accessible to the

general public. The ban was requested by downtown business and property owners to make the downtown healthier and more welcoming to residents and visitors.

Downtown Events and the Iceless Ice Rink

Todos Santos Plaza welcomed visitors to Concord's first iceless ice rink in December. The City partnered with the Todos Santos Business Association to temporarily install the rink, which attracted scores of families skating on the man-made surface. More than 1,500 people visited the rink, which added a festive air to the plaza.

During the year, the City hosted 45 events in the plaza, including the popular May to September Thursday Night Music and Market events. The weekly series filled the plaza with people who came to hear the music, to shop at the Farmers' Market and frequent the restaurants and businesses on the square. In August, movies were shown after the music. Other community favorites were the MomDay and DadDay events, July 4th Parade and Festival, California Symphony Pops in the Plaza, the Halloween Parade and the Mayor's Sing-Along and Tree Lighting. In total, an estimated 200,000 people came to downtown Concord for the events and to share the sense of community they create.



By The Numbers

- Largest city in Contra Costa County
- 8th Largest city in the Bay Area
- 46th Largest city in California
- 27 parks and playfields
- 379 acres of developed park land
- 1,080 acres of open space
- 7,100 licensed businesses
- 4.2 million square feet Class A office space
- Ranked as one of America's 50 greenest cities
- Ranked as one of 100 best places to raise a family

Survey Says

- **81%** rated parks 'good' or 'excellent'
- **70%** rated Police Services as 'good' or 'excellent'
- **78%** would recommend living in Concord to others
- **70%** who had contact with City employees said they were knowledgeable, responsive and courteous



BevMo! signed a 34,000 sq. ft. office lease at the MetroPlex Office Center on Willow Pass Road – one of the largest East Bay lease signings of the year



Concord car dealers presented checks to school organizations as part of the President's Day Auto Sales Extravaganza

The Hilton Concord received a multi-million dollar renovation

Several properties in the Park-n-Shop center received facelifts, including this one located near the west end of the property

Economic Development Snapshot

While the greater economy showed minimal improvement, there were a few bright spots in Concord's year. Thirteen new businesses moved into Concord's office market, representing more than 200,000 sq. ft. of Class A office absorption and 800 jobs. One of these businesses, BevMo (Beverages & More) signed a 34,000 sq. ft. office lease at the highly regarded Metroplex Office Centre on Willow Pass Road at Water World Parkway. This was one of the largest lease signings of the year in the East Bay office market.

Car Capital of the East Bay

In February 2011 the City partnered with 14 local car dealers for the President's Day's Auto Sales Extravaganza, promoting Concord as the "Car Capital of the East Bay." As an extra incentive for Concord residents to support the event, the car dealers made donations to two school foundations, the Mount Diablo Music Education Foundation and the United Mt. Diablo Athletic Foundation. In March, the dealers presented each foundation with a check for \$6,020. More than 600 cars were sold during the 11-day event, generating additional sales tax revenue for the City. Car sales generate the most sales tax of any retail sector.

JFKU Business Accelerator Center

Through a partnership with the City, the JFKU Business Accelerator Center opened downtown in Salvio Pacheco Square, 2151 Salvio St., Suite 350. JFKU's Institute of Entrepreneurial Learning, in cooperation with the Contra Costa County Small Business Development Center, is operating the program. The program supports and provides assistance and training to businesses with potential for job creation and growth. Entrepreneurs who are enrolled in the program receive one-on-one mentoring, classes and training by experts in various aspects of business development. The Green Career Institute was the first business to open in the center.

Hilton renovation

The Hilton Concord Hotel, at 1970 Diamond Blvd., underwent a multi-million dollar renovation project that included upgrades to the rooms, new exterior paint, and the renovation of the lobby and patio area into a gathering place for guests and visitors. The project incorporated environmental and sustainable systems into the renovation to promote energy and waste reduction through recycling, water conservation and energy efficiency. The next step: redesigning the property's restaurant. The eatery will have a new name and a new focus and menu. The redesign and



Fresh and Easy opened its first Concord store in the Clayton Valley Shopping Center, and later announced plans for a second store at Olivera Crossings on Port Chicago Highway

improvements to the property represent a significant investment in the community.

Activity on Willow Pass Road

A housing project and a number of businesses on Willow Pass Road showed activity in 2011. The Wisteria development at 2611 Willow Pass Rd. completed its next phase of construction. The Bank of America branch at the corner of Galindo Street was repainted to match the look of several other recently renovated downtown structures. Improvements to this building also included removal of sidewalk arches to encourage more pedestrian traffic, repair of the wooden structures on the roof and new metal awnings and signage. Bank of America also finalized the sale and lease back of its Concord Technology Center buildings to Swift Realty in 2011.

Several properties at the Park-n-Shop center were renovated as multiple property owners invested in façade improvements to upgrade this longtime shopping center. New facades, signage, and awning improvements were completed at Caffe Moda, Quickly, China Wall Buffet, O'Reilly Auto Parts, Chick's Donuts, Avenue, Far East Massage, Aim Computers, Korea House and Las Montanas Restaurant & Bar. The property owners of the McDonald's and Starbucks buildings at 1847 and 1701 Willow Pass Road, respectively, are planning to transform their properties next year.

Also of note:

- **Fresh & Easy** opened in the Clayton Valley Shopping Center in March, and

later in the year, announced plans to open a second store at Olivera Crossings on Port Chicago Highway.

- **Fiat of Concord** opened on Marsh Drive off of Highway 4 in April, followed in June by Crown Concord (Chrysler Jeep Dodge Ram) right next door. These two dealerships bring Concord's number of new auto dealerships to 16.
- **Lexus of Concord**, on Market Street's Auto Row, completed an expansion.
- Clayton Valley Shopping Center, which over the last few years has undergone a major upgrade, welcomed **Five Guys Burgers & Fries**, and **Dickey's Barbeque Pit**.
- Oak Grove Plaza continues to thrive with the addition of **Chipotle Mexican Grill** and **54 Mint Rosticceria**, both of which opened in March.
- Among the 2011 restaurant openings in the downtown were **Tower Grill**, **Lettuce In**, **Naan N Curry**, and **Cuba Linda Café**, Concord's first Cuban restaurant.
- **XXI Forever** opened its revamped and expanded 22,000 sq. ft. store at Sunvalley Shopping Center in June, followed in September by the opening of **A'gaci's** 21,000 sq. ft. flagship store.
- The **Willows Theatre Company** returned to the Willows Shopping Center in 2011.
- **Flying Colors Comics**, **Western Vacuum and Sewing**, **BJ's Restaurant and Brewhouse**, and **Hoffmann's Reptiles** received 2011 Business Recognition Awards from the City.



Buy Concord

The largest portion of the City's revenue comes from sales tax. The City's "Buy Concord" campaign was developed to remind residents that when they purchase items in Concord, part of the sales tax paid on those items comes back to the City to pay for parks, streets, roads, public facilities and many of the other amenities they enjoy. Remember to "Buy Concord." To take advantage of the Buy Concord program, go to www.buyconcord.net



Buy Concord Your dollar matters!

Free Coupons
www.buyconcord.net

Concord Fun Facts

- Largest business center in Contra Costa County
- More high technology industrial space than any other city in the I-680 market
- Top retail sales of any city in Contra Costa County
- Businesses generate \$2.3 billion in retail sales per year
- More auto dealerships than any other East Bay city – 16 dealerships

City of Concord

1950 Parkside Drive MS/01
Concord, CA 94519-2578

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Ronald E. Leone	Mayor
William D. Shinn	Vice Mayor
Timothy S. Grayson	Councilmember
Daniel C. Helix	Councilmember
Laura M. Hoffmeister	Councilmember
Thomas J. Wentling	City Treasurer
Valerie Barone	Interim City Manager
Leslye Asera	Community Relations Manager and Editor

Postal Customer

 **City Meetings**

All meetings are held at Civic Center, 1950 Parkside Dr., unless otherwise noted and are open to the public. Dates are subject to change. For information, visit the website at www.cityofconcord.org (see Civic Center Meetings on the home page), check the meeting notices in the Contra Costa Times or call 671-3000.

City Council	First, second, fourth Tuesday, 6:30 p.m.*
Commission on Aging	Third Wednesday, 1:30 p.m. Concord Senior Center, 2727 Parkside Circle
Community Services Commission	Third Wednesday, 6:30 p.m. Garden Conference Room
Design Review Board	Second, fourth Thursday, 5:30 p.m.
Parks, Recreation & Open Space Commission	Second Wednesday, 7 p.m.*
Planning Commission	First, third Wednesday, 7 p.m.*
Zoning Administrator	Second, fourth Wednesday, 9 a.m.

* Broadcast live on Concord Cable TV channel 28 (Comcast), 29 (Astound), AT&T U-verse Channel 99 and online at www.cityofconcord.org. Past City Council meetings are also available online.

 **Boards & Commissions**

For detailed information about the City's Boards and Commissions visit www.cityofconcord.org or call one of the contact numbers below.

Board of Appeals	671-3119
Commission on Aging	671-3419
Community Services Commission	671-3327
Design Review Board	671-3152
Parks, Recreation & Open Space Commission	671-3440
Personnel Board	671-3310
Planning Commission	671-3152



Need an Answer?

Web site: www.cityofconcord.org
Events: www.concordfirst.org
Classes: www.concordreg.org
E-mail: cityinfo@ci.concord.ca.us

Adult Softball	671-3279
Americans with Disabilities Act (ADA) Coordinator	671-3031
Building	671-3107
Business Licenses.....	671-3313
Cable TV	
Astound Broadband	459-1000
Comcast.....	1-800-945-2288
Camp Concord	671-2267
Centre Concord	671-3466
City Council	671-3158
City Manager	671-3150
Concord Community Pool.....	671-3480
Concord Naval Weapons Station Reuse Project	671-3001
Downtown Hotline	671-3464
Economic Development	671-3355
Engineering.....	671-3361
Flood Zone Inquiries.....	671-3425
Garbage Collection	682-9113
Graffiti Hotline.....	671-3080
Housing.....	671-3364
Mayor	671-3158
Neighborhood Services Hotline.....	671-3282
Permit Center.....	671-3454
Picnic Site Reservations	671-3404
Planning	671-3152
Police and Fire Emergencies	911
Police/Information	671-3220
Pothole Hotline	671-3228
Public Works.....	671-3448
Park Maintenance.....	671-3444
Recreation/Registration	671-3404
Senior Center	671-3320
Sewer Problems	671-3099
Shopping Cart Hotline.....	671-5080
Sleep Train Pavilion	
Hotline.....	363-5701
Information.....	676-8742
Street Light Outages Hotline	671-3213
Street Sweeping	671-3448
Street Trees.....	671-3445
Traffic Signal Malfunctions.....	671-3132
Willow Pass Center.....	671-3423