

# Concord City News

THE NEWSLETTER FOR THE CITY OF CONCORD

Winter 2003

## News Corner

### Mayor's Breakfast

In January, the City will partner with the Greater Concord Chamber of Commerce to host the Mayor's Breakfast. At the event, the mayor will deliver the state-of-the-city address and talk about upcoming plans and projects. For ticket information, call the Chamber at 681-1181.

### Annual Survey

Six hundred randomly selected Concord residents will receive phone calls in January as the annual Citizen Satisfaction Survey is conducted. If you are called, please take the time to answer the survey questions. The survey measures how well the City is doing in delivering services to residents. The results are used by the City Council to decide how the City's resources can best be used.

### Looking Ahead

Residents can have a voice in how Concord will grow over the next decade by participating in the process to update the City's General Plan and Zoning Ordinance. To arrange for a speaker to talk to your organization about the update process, contact Principal Planner Phillip Woods, 671-3284.

## Innovative ideas contribute to City's economic health

The City Council has worked hard over the past year to fend off challenges to the City budget brought about by the economic downturn and the State's financial crisis (see Page 2 for more information on this topic). At the same time, employees in every City department have been looking for new and better ways to get their work done. The City created the Innovation Program in November 2002 to support these efforts.

Program staff encourages innovation by designing creative methods of soliciting ideas from employees. Teams of employees evaluate the ideas and have a voice in

which ones are chosen for implementation. Staff also researches the best practices of private and public agencies and works with the appropriate departments to determine if the City can benefit from adopting similar programs.

In its first year, the program has contributed thousands of dollars of additional revenue to the City budget and has involved more than 50 employees in initiatives supported by the program.

### Grass is greener

Residents who use parks and play fields may never realize what it takes to keep  
*See Innovation, page 2*



*Motorists coming into Concord on Willow Pass Road from Hwy. 4 are now greeted by this striking new entry feature. In addition to the signage, the median design includes an arbor and landscaping in colors that echo the City's logo - yellow lilies and blue agapanthas.*

# Unresolved State budget issues could impact City budget

The City Council adopted the Budget Action Plan last year and passed a fully funded and balanced 10-Year Financial Plan for the City. The Action Plan placed a number of Capital Improvement Projects on the unfunded list, called for a one percent reduction in operating expenses over the next two years, and created three new reserve funds, the Economic Contingency Reserve, the Unforecasted Reserve and the Capital/Maintenance Reserve. These actions were necessary, in part, because the State had threatened to balance its budget by raiding city and county revenue sources. The Council actions created a buffer to meet this challenge, should it occur, and maintained the City's ability to provide all current services.

The State passed a budget over the summer that did not hit the City as hard as it could have. However, the State didn't really fix its problem, and will be facing even larger budget challenges next year. California's new governor is

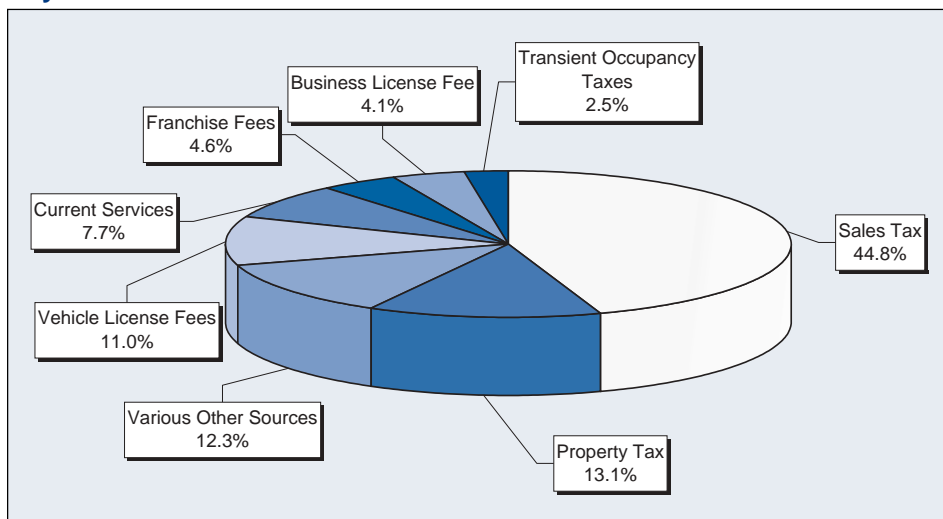
another unknown factor in projecting the State's impact on Concord's budget. In this uncertain economic environment, the City Council continues to plan prudently. At this time, no cuts in services to residents or layoffs of City employees are proposed.

## What can you do?

Residents can play a role in improving the City's bottom line by shopping locally. About 45 percent of the City's general fund operating budget, which pays for police, parks, street maintenance and other basic services, comes from sales tax. When you pay sales tax on an item purchased in Concord, a portion of that money comes back to the City.

Shopping locally also strengthens the viability of Concord's businesses and supports the creation of jobs in the community. Local businesses contribute thousands of sales tax dollars to the City through purchases they make for supplies and materials. Supporting local businesses is good for Concord. ♦

## City of Concord Revenue Sources



As demonstrated in the pie chart above, almost 45 percent of the City's revenue comes from sales tax. Residents who make purchases in Concord contribute to the City's bottom line through the sales tax paid on those purchases.

## Innovation, from page 1

the grass underfoot lush and green. Staff continues to research and test new grasses to enhance the quality and endurance of the turf, especially on sports fields. A new seed variety of Kentucky Blue Grass, for example, has been introduced that allows for a low height cut desired by soccer leagues. It has shown good resistance to a variety of ailments that typically damage turf, reducing the need for expensive reseeded.

An investment in new turf equipment has increased water conservation, reducing irrigation costs by \$5,000. In addition, \$18,000 in cost savings was realized for labor and materials. More importantly, the usability, quality and safety of the play fields were enhanced through these advances.

Concord's Turf Maintenance Program received the California Park & Recreation Society 2003 Award of Excellence.

## Maintenance plays a role

New ideas and technological advances are important, but basic, proactive maintenance also saves the City thousands of dollars every year. In the fall, crews clean out 5,678 storm drain catch basins, 11 miles of creeks, pipes, and underpasses as well as 68 hillside and roadside drainage ditches. This investment in labor is worth every penny. When it starts to rain, this proactive approach pays off by reducing the number of after-hours emergency calls, identifies little problems before they become big problems and reduces the possibility of damage to public and private property caused by improper drainage.

This is a good time of year for homeowners to clear roofs and gutters of leaves and debris. Make sure storm drain inlets on your property are unobstructed. To report flooding or request sandbags, call the City Corporation Yard, 671-3050. ♦

## Full calendar of family activities brightens the holiday season

### Monumental Toy Drive

The Concord Police Department is hosting the 7th Annual Monumental Toy Drive, coordinated by Lt. Andrew Gartner and the Southern District Field Office. Approximately 2,000 children, ages 2 to 12, will receive toys from the program. Collection bins for new, unwrapped toys can be found at the following locations:

- Police Headquarters, 1350 Galindo St.
  - Southern District Field Office, 1500 Monument Blvd., #F17
  - Northern District Field Office, 2166 Solano Way
  - Valley District Field Office, 5400 Ygnacio Valley Rd., Suite A-8B
  - Civic Center at 1950 Parkside Drive
- Please contact the Southern Field Office staff at 671-3483 to volunteer to wrap packages or to contribute to the program.

### Big tree lights up downtown

Downtown lights up for the holidays with the Mayor's Sing Along and Concord's official Holiday Tree Lighting on Saturday evening, December 6, at Todos Santos Plaza, Willow Pass Road at Grant Street in downtown Concord.

The free event begins at 5 p.m. with festive entertainment on the Todos Santos stage. The Mayor will lead the singing of traditional carols before the grand finale, when Concord's official holiday tree lights up with hundreds of sparkling bulbs.

Plenty of free parking is available in the municipal garages, Salvio and Grant streets or Salvio Street at Concord Avenue.

For more information, contact Downtown Coordinator Florence Weiss, 671-3403.



*A young girl talks things over with Santa at the Santa's Grand Arrival event in Todos Santos Plaza. This year the event will take place on Saturday, December 13.*

### Breakfast with Santa

On Saturday, December 13, children can have Breakfast with Santa from 8:30 to 10 a.m. at the Concord Senior Center, 2727 Parkside Circle in Baldwin Park. After breakfast, children talk with Santa about their special holiday wishes. The cost is \$7 per person for Concord residents, \$8 for non-residents. Advance registration is required by calling 671-3404.

### Santa's Grand Arrival

Santa comes to downtown Concord on Saturday, December 13, from noon to 3 p.m. for Santa's Grand Arrival. After making a colorful entrance, Santa and his elves hear children's holiday wishes on the Todos Santos Plaza Stage. The event is free. Optional photos are available for a fee. For more information, contact Downtown Coordinator Florence Weiss, 671-3403.

## City cable TV is low cost way to reach residents

The City's government cable TV channel is quickly becoming one of its most important outreach tools. While direct mail campaigns and newspaper advertising are expensive, getting the message to residents on the City's TV channel only incurs a nominal cost.

The channel's content expanded from 12 original programs and 28 hours of broadcast time in June 2002 to 20 original programs and 141 hours of broadcast in June 2003. This fivefold increase was made possible by new broadcast equipment and was done without adding additional staff.

The most recent data from the annual citizen satisfaction survey shows that residents watch the channel and are interested in seeing more. The survey found that 42 percent of residents had watched City Council meetings and 76 percent stated they were "very interested" or "somewhat interested" in new local programming.

The City is now showing live and repeat broadcasts of the Police Department crime prevention show 'Street Smart,' entertainment from summer music programs, City Council meetings and five Boards and Commission meetings.

Residents are also learning more about specific City programs through a variety of departmental features, short public announcements and the Community Bulletin Board, which broadcasts approximately 50 rotating slides on current topics.

For a complete listing of upcoming programs, tune in to channel 24 (Comcast) or channel 29 (Astound Broadband) or visit the City's website at [www.cityofconcord.org/living/tvlistings.htm](http://www.cityofconcord.org/living/tvlistings.htm). For more information, contact Community Relations Manager Leslye Asera, 671-3272. ♦

# Be alert during the holiday shopping season

By Sgt. Steve Price



With the holidays rapidly approaching, many people will be making trips to the malls and various shopping areas in Concord. This time of year presents challenges to shoppers and police alike. With the added distractions and increased crowds of the holiday season, shoppers unwittingly become potential crime victims.

Thieves are more often found in parking lots this time of year, looking to fill their stockings with the gifts that you have purchased for friends and family. The Police Department takes increased measures to help reduce the chance that you will become a victim, but we can not prevent every incident. You can play an important role in limiting your potential as a victim.

With people in a hurry to purchase their gifts, they often forget to lock the car or set the car alarm. Locking your car is an easy but important step to take in your effort to safeguard your property. In interviews with thieves who have been arrested, they describe how they select their next victim. Often times, they will systematically walk through parking lots or along streets, checking doors to see if they are unlocked. If the car is unlocked, this is their invitation to help themselves to your hard-earned property.

All too often, shoppers overburdened with packages make a trip to the car to drop off packages. Placing the packages in the passenger compartment of the car is an open invitation to thieves to break in and steal the property. It only takes a matter of seconds to break a window or to jimmy a door lock to gain access. With the increased activity in parking lots, it is easy for thieves to blend in with legitimate shoppers, commit their

crime, and make good their escape. If you must leave something in your car, you are encouraged to place it in the trunk so it can not be seen.

Among the items most frequently stolen from vehicles are stereos. Motorists in a hurry often forget to take their removable stereos or stereo faceplates with them. Cell phones, laptop computers, wallets and purses are also frequently stolen, especially when left in plain view. Each of these items has the potential for containing very personal information; information that could be used for identity theft. If the property or information is important to you, it may be important to someone else - a thief. Either leave your important items at home or take them with you. Don't leave them in your car.

To report suspicious activity or suspicious persons, please call the Concord Police Department at 671-3333.

Working together, we can make Concord a safer place. ♦

## Minimize holiday waste through recycling

More residential household waste is created between Thanksgiving and New Years than any other time of the year - as much as six million additional tons nationwide. The 2.6 billion holiday cards sold each year in the United States alone would cover a football field and reach 10 stories high. Then there is the mountain of gift-wrap, Styrofoam peanuts, Christmas trees and boxes that end up in the landfill. But it doesn't have to be that way. Here are some ideas for making this an ecologically-friendly holiday season:

- Cut air pollution, save time and save gas by writing out a shopping list to plan your shopping trip.
- Consider environmentally friendly gifts - like low-flowing showerheads and fluorescent lights that use less energy. Rechargeable batteries are a good gift for children whose toys need lots of batteries.
- Look for recycled wrapping paper. Instead of wrapping paper, use decorated gift boxes and bags that last for several years. Wrap gifts in the Sunday comics or hand-decorated brown paper from shopping bags.
- Reuse bubble wrap and peanuts that come with gifts to wrap ornaments and fragile things for storage.
- Donate old Christmas cards to a nursery school or day care facility for student art projects.
- Reuse pretty wrapping paper and bows for arts and crafts projects.
- Avoid gifts with lots of extra packaging.
- After Christmas, Concord Disposal picks up Christmas trees at curbside as part of our residential green-waste collection program.

There are hundreds more things you can do to protect the environment during the holidays and year-round. For 40 top recycling tips, visit <http://ceres.ca.gov/ceres/calweb/40tips.html>. ♦

# Parks and Rec classes solve boredom blues

Parents will be happy to see new activities for children in the Parks and Recreation Winter Activity Guide. There is no excuse for boredom this winter!

For the first time this session, there's Kid's Carpentry, a program for boys and girls in kindergarten through sixth grade. While the kids are building "cool stuff," they are also building confidence, self-esteem and a repertoire of practical skills that will last a lifetime.

Children will also find new programs in chess, tap dancing, drumming and even a special "kid-friendly" dog training class. Ballet, guitar, karate, taekwondo, teen babysitting and soccer are also back for the winter.

What child wouldn't want to be the "star" of his or her own birthday party? Through a partnership with the Clean Comedy Company, parents can schedule a "You're a Star Theater Birthday Party" for up to ten children. The junior actors are given lines, costumes and coaching for a special videotaped performance. Then they enjoy refreshments and watch the show. The birthday "star" gets to keep the video.

The popular day trip program is being expanded to include a series of trips just for families with children ages 6 to 12. There's a hassle-free snow play day at Leland Meadows, a trip to Snoopy's Home Ice Rink and the Charles Schulz Museum, and a day at the Marin Headlands and Marine Mammal Center.

Back for an encore this winter is the Blue Angels Snowboarding program. Luxury bus transportation to Sierra at Tahoe, professional coaching, and adult supervision are provided so youngsters can experience the thrill of snowboarding and skiing in a supportive, friend-filled atmosphere.

With the holidays upon us, check out Harry Potter's Night Out for ages



*Enthusiastic taekwondo students line up for a lesson. Youngsters will also find chess, tap dancing, drumming, ballet, guitar and many other classes offered in the Winter Activity Guide.*

6 to 10 and Frosty and Friends for ages 2 to 5. These magical events at Willow Pass Center and Centre Concord will entertain the kids while parents enjoy a few hours to themselves. And remember, families can have Breakfast with Santa at the Concord Senior Center on Saturday, December 13.

Concord Parks and Recreation has the classes and programs in the coming year to help everyone learn new things. Now is the perfect time to start a yoga or belly dance class, learn to play the guitar or the piano, study drawing or painting and launch a home improvement project.

There are also hundreds of classes available online including web design, computer literacy, digital photography, multimedia, grant writing, career development and personal finance. Browse the entire online catalog at [www.ed2go.com/concordleisure](http://www.ed2go.com/concordleisure).

All this and more can be found in the Winter 2004 issue of the Concord Parks and Recreation Activity Guide, available now. Call 671-3404 to receive a copy or pick one up at the Concord Parks and Recreation office (2974 Salvio St.), Willow Pass Center (Salvio St. and East Olivera St.), Centre Concord (5298 Clayton Rd.) or the local library. It is also available on the web at [www.cityofconcord.org](http://www.cityofconcord.org). ♦

**Call 671-3404**

**for class registration or to receive a copy  
of the Parks and Recreation Activity Guide**

# Won't You Be a Good Neighbor?

In the Summer 2003 issue of *Concord City News*, we asked that business and residential owners and tenants get involved in the decision-making and problem-solving process to help make a difference in our community. Several suggestions were made about how to get involved, including joining Neighborhood Partnerships and calling the 24-hour hotlines to report problems. Many have joined Neighborhood Partnerships and called the hotlines. Others have said they cannot attend Partnership meetings, but still want to get involved. Perhaps the best way everyone can get involved is to simply be a good business or residential neighbor.

## Who is a good neighbor?

A good neighbor is one who works to ensure that the City remains a wonderful place in which to work, live, conduct business and raise a family. Working with the City and your neighbors to keep your neighborhood and property safe and attractive will help prevent blight. Blight occurs when property is not well maintained, causing a decrease in property value and reducing the quality of life in the neighborhood and in the City.

## How can I be a good neighbor?

As a business owner, you are a good neighbor if you:

- Walk your property after closing and before opening your business, and pick up and properly dispose of any trash and debris left on your property.
- Provide outside lighting to illuminate the street, sidewalk and parking areas, as appropriate, to maintain security without disturbing neighbors.
- Remove excess advertising or signage from windows, and place window signs in a manner that allows public safety personnel to have a clear view of the inside of the building.



*Good neighbors take pride in well maintained homes*

- Promptly remove graffiti from exterior of buildings and fences.
- Report abandoned cars left on your property.

## As a resident you are a good neighbor if you:

- Keep trash receptacles properly stored until time for trash pickup.
- Remove and properly store receptacles immediately after pickup has occurred.
- Pick up and properly dispose of any trash on your property or the street in front of your residence.
- Move vehicles, basketball backboards and trash cans off the street on street-sweeping day.
- Are considerate of neighbors when playing music or having a party, especially after 10 p.m.
- Park only on paved surfaces.
- Store large vehicles on the side or in back of the residence, not in the driveway or on the street.
- Clean out the garage so you have room to park your vehicles off the street.
- Regularly cut grass and remove overgrown vegetation and weeds. Tall grass and weeds attract rodents and other pests.

- Call the 24-hour Neighborhood Preservation Hotline, 671-3282, to report high weeds or grass; trash, debris and discarded household items; dilapidated structures; inoperable or abandoned vehicles; and any other public nuisances you observe.

Safe and attractive neighborhoods require everyone's participation and help. The City of Concord is home to over 44,000 households and over 6,000 permanent businesses. Please help us protect your property and preserve our quality of life. You don't need to be everybody's friend, but you can be a friendly neighbor! ♦

## Applications being accepted for Community Leadership Academy

Residents are invited to apply for the 2004 Community Leadership Academy, beginning in March of next year. This six-week course provides residents with insight into the internal operations of City government and hopes to inspire residents to become leaders in the community. Presentations made by City staff cover areas such as Community Oriented Government, Community Policing, Traffic Calming, Neighborhood Preservation and Financial Management.

All Concord residents are welcome to apply, but neighborhood leaders are especially encouraged to attend. There is no charge to attend the academy, but space is limited. For more information or an application form, please contact the Human Resources Department at 671-3447. ♦

# Boards and commissions serve important function

**M**ore than 60 dedicated volunteers serve on the City's 11 boards and commissions. The City Council relies on input from these bodies to get diverse points of view on a variety of matters and to increase citizen participation in the governance of the City. It only takes a few hours a month to serve, and the rewards are many. Applications and information packets are available on the City's website at [www.cityofconcord.org](http://www.cityofconcord.org), or by e-mail request to [cityinfo@ci.concord.ca.us](mailto:cityinfo@ci.concord.ca.us) or call 671-3296 and a packet will be mailed to you.

## Other appointments

In addition to boards and commissions, the City Council also appoints representatives to the following:

- Contra Costa County Aviation Advisory Committee
- Contra Costa Mosquito and Vector Control District
- Central Contra Costa Transit Authority Accessible Services Committee and Citizens' Advisory Committee
- Contra Costa County Library Commission
- Contra Costa Transportation Authority Citizens' Advisory Committee.

For information about these appointments, call 671-3495. ♦

### Appeals Board

5 members, two-year term  
 Provides developers and citizens a forum for appeal of Building Official decisions. Members are required to be qualified in building and construction.  
 Meets: As needed

### Commission on Aging

11 members, two-year term  
 Works to improve services and opportunities for senior citizens in Concord. At least 51 percent of the members must be over 60 years of age.  
 Meets: 1:30 p.m., third Wednesday, Concord Senior Center, Baldwin Park

### Community Services Commission

11 members, two-year terms  
 Annually reviews the City's social services program priorities, evaluates funding requests for the Community Development Block Grant Program and advises the Council on the allocation of resources to programs addressing identified needs.  
 Meets: 6:30 p.m., third Wednesday, City Council Conference Room

### Design Review Board

5 members, two-year terms  
 Provides professional peer review of building design and landscape plans for development in Concord. Three members are design professionals who may be non-residents of Concord, one must be a Concord resident and one is a member of the Planning Commission.  
 Meets: 7 p.m., second and fourth Thursday, Permit Center Conference Room

### Human Relations Commission

7 members, two-year terms  
 Provides a community forum to foster equal opportunity and understanding, and to eliminate discrimination.  
 Meets: 7 p.m. first Monday, Council Chamber

### Mobilehome Rent Review Board

3 members, two-year terms  
 Provides mediation between mobilehome owners and mobilehome park owners.  
 Meets: As needed  
 Parks, Recreation and

### Open Space Commission

5 members, two-year terms  
 Advises on matters pertaining to public parks, open space and recreation.  
 Meets: 7 p.m., second Wednesday, Council Chamber

### Personnel Board

5 members, two-year terms  
 Ensures compliance with all legal mandates, the administration of the Personnel Merit System and a variety of personnel matters.  
 Meets: As needed

### Planning Commission

5 members, two-year terms  
 Reviews and considers sub-division requests, zoning changes, annexation and development proposals and is responsible for the implementation of the City's General Plan.  
 Meets: 7 p.m., first and third Wednesday, Council Chamber

### Status of Women Commission

7 members, two-year terms  
 Fosters opportunities for women and develops programs to educate the community regarding challenges faced by women.  
 Meets: 6:30 p.m., fourth Wednesday, Council Chamber

### Youth Council

11 members, one-year terms  
 Advises on matters pertaining to youth and youth activities. Members, ages 13 to 21, are not appointed by Council, but selected by special Task Force. For information, call 671-3202.  
 Meets: 7 p.m., second and fourth Monday, Council Chamber

## Calendar of City Meetings

All meetings are held at Civic Center, 1950 Parkside Drive unless otherwise noted. Dates are subject to change. For information, call 671-3000.

### December

1	Human Relations Commission*	7 p.m.
2, 16	City Council*†	6:30 p.m.
3, 17	Planning Commission	7 p.m.
8	Youth Council*	7 p.m.
10	Parks, Recreation & Open Space Commission*	7 p.m.
11	Design Review Board	7 p.m.
17	Commission on Aging	1:30 p.m.
	(Meets at the Concord Senior Center, 2727 Parkside Circle)	
17	Community Services Commission	Cancelled
24	Status of Women*	Cancelled

### January

5	Human Relations Commission*	7 p.m.
6, 13, 27	City Council*†	6:30 p.m.
7, 21	Planning Commission	7 p.m.
14	Parks, Recreation & Open Space Commission*	7 p.m.
8, 22	Design Review Board	7 p.m.
12, 26	Youth Council*	7 p.m.
21	Commission on Aging	1:30 p.m.
	(Meets at the Concord Senior Center, 2727 Parkside Circle)	
7, 14, 21	Community Services Commission (Public Hearings)	6 p.m.
28	Status of Women*	6:30 p.m.

### February

2	Human Relations Commission*	7 p.m.
3, 10, 24	City Council*†	7 p.m.
4, 18	Planning Commission	7 p.m.
11	Parks, Recreation & Open Space Commission*	7 p.m.
12, 26	Design Review Board	6:30 p.m.
20	Commission on Aging	6:30 p.m.
	(Meets at the Concord Senior Center, 2727 Parkside Circle)	
20	Community Services Commission	6 p.m.
	(Meets in the Engineering Conference Room, 1957 Parkside Dr.)	
23	Youth Council*	1:30 p.m.
25	Status of Women*	6:30 p.m.

\* Televised live on Astound Broadband channel 29 and Comcast channel 24. Meetings are rebroadcast on the following Saturday and at various times throughout the week. For specific dates and times, please consult the City's website at [www.cityofconcord.org/living/visiting.htm](http://www.cityofconcord.org/living/visiting.htm) or view the listings on channel 24 or 29 during the Bulletin Board segment, which is broadcast periodically throughout the day.

† City Council meeting dates are subject to change. For further information, contact Deputy City Clerk Elaine Boehme, 671-3292.

## Need an Answer?

website: [www.cityofconcord.org](http://www.cityofconcord.org)  
e-mail: [cityinfo@ci.concord.ca.us](mailto:cityinfo@ci.concord.ca.us)

Americans with Disabilities Act (ADA) Coordinator	671-3025
Cable TV	
Astound Broadband	459-1000
Comcast	800-945-2288
Chronicle Pavilion	
Hotline	676-8742
Tickets	685-8497
Council Meeting Info.	671-3000
Flood Zone Inquiries	671-3425
Garbage Collection	682-9113
Graffiti Hotline	671-3080
Mayor/City Council	671-3158
Parks & Recreation Registration	671-3404
Permit Center	
Building Permits	671-3454
Police and Fire Emergencies	911
Police Field Offices	
Northern Office	671-3322
Southern Office	671-3483
Valley Office	671-3377
Police Headquarters	
General Information	671-3220
Potholes	671-3228
Recycling	671-3394
Sewer Problems	671-3099
Shopping Cart	671-5080
Street Light Outages	
PG&E	1-800-743-5000
Public Works	671-3367
Street Sweeping	671-3394
Street Trees	671-3230
Traffic	671-3132
Water District	688-8044

## Concord City News

Mark A. Peterson	Mayor
Helen M. Allen	Vice Mayor
Susan Bonilla	Councilmember
Laura M. Hoffmeister	Councilmember
Bill McManigal	Councilmember

Mary Rae Lehman	City Clerk
Thomas Wentling	City Treasurer

Edward R. James	City Manager
Leslye Asera	Community Relations Manager and Editor

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