

## San Pablo Ave's New Streetscape

**T**HE EL CERRITO Redevelopment Agency is in the final stage of a San Pablo Avenue enhancement project. The goal of this exciting, multi-year project is to distinguish El Cerrito as a unique neighborhood along the Avenue, and to bolster the economic vitality of the area by creating a better walking environment.

Over the past two years, many changes have been made to San Pablo Avenue in El Cerrito. The Redevelopment Agency has installed new signage and street banners, created Gateway Park (at Baxter

Creek), completed landscaping and irrigation renovations on the existing medians, replaced the streetlights with energy-efficient LED lighting, and repainted the streetlight poles to coordinate with the other improvements.

Changes to be completed this year include:

- Build two demonstration rain gardens (see article on page 6).
- Create bulbouts to shorten pedestrian crossing distance and create more space for planting and street furniture.
- Widen the sidewalk in some places to accommodate circulation and streetlife.
- Add new crosswalks at Potrero, Manila, Stockton, and Central.
- Install in-pavement flashing crosswalks at Madison and Lincoln.
- Add countdown pedestrian crossing signals at some intersections.
- Improve pedestrian lighting.
- Add new street furnishings including benches and bike racks.
- Upgrade transit stops with new benches and trash/recycling bins.
- Create new medians between Central and Carlson Avenues.



*The El Cerrito Redevelopment Agency recently had the streetlight poles repainted as part of improvements to enhance the San Pablo Avenue streetscape.*

### LEND A HAND ON EARTH DAY, APRIL 24!



*Join the hundreds of volunteers who beautify El Cerrito every Earth Day. Work parties throughout the City will start at 9 a.m. on Saturday, April 24, and a Volunteer Appreciation lunch will follow at noon at the Community Center, 7007 Moeser Lane. Please pre-register online at [www.el-cerrito.org/esd/earthday.html](http://www.el-cerrito.org/esd/earthday.html), call 215-4354, or just go to the Community Center at 9 a.m. on Earth Day for on-the-day registration. Please wear work clothes and shoes and bring your own drink bottle.*

### ALSO IN THIS ISSUE

- Upcoming Events 2
- City Creates New Alarm Ordinance 3
- El Cerrito's Housing Element 3
- Register to Vote 4
- Climate Action Survey 4
- Prune Now to Protect against Fire 4
- Pavement Markings Increase Safety 5
- New Native Garden Takes Root 6
- San Pablo Avenue Rain Gardens 6
- D.U.I. Enforcement and Education 6
- Renew Your Business License 7
- Bruce King Dog Park Opens 7
- Making El Cerrito Heartsafe 7
- Follow Us on Twitter 8

## UPCOMING EVENTS!

### SATURDAY, APRIL 24 EARTH DAY CELEBRATION

This Earth Day, join hundreds of your neighbors in cleaning creeks, removing litter, and improving the environment in El Cerrito. Sign up at 215-4350 or [www.ecenvironment.org](http://www.ecenvironment.org).



**When:** Work parties start at 9 a.m.  
Volunteer Lunch at noon

**Where:** Work parties throughout El Cerrito.

**On-the-day registration and Volunteer Lunch at the El Cerrito Community Center 7007 Moeser Lane**

### SUNDAY, MAY 2 THIRD ANNUAL HOME IMPROVEMENT EXPO

Come to the EXPO and meet representatives from a wide variety of home improvement businesses, or attend an informative panel session. Activities for the Kids. Admission is free. Learn more at [www.DiscoverElCerrito.com](http://www.DiscoverElCerrito.com) or call the Economic Development Division at 215-4362.



**When:** 1-5 p.m.

**Where:** El Cerrito Community Center  
7007 Moeser Lane

### TUESDAY, MAY 4 NEW RECYCLING CENTER COMMUNITY MEETING

Come hear about the upcoming design process for the new Recycling and Environmental Center and provide input on the services you'd like to see included in the new site. For more information, visit [www.ecenvironment.org](http://www.ecenvironment.org)

**When:** 7 p.m.

**Where:** City Hall  
10890 San Pablo Ave

### WEDNESDAY, MAY 12 BIKE-IN MOVIE

Pedal down to the Cerrito for a screening of "Triplets of Belleville," an animated French adventure film. Full menu available. Adult tickets, \$9.50; seniors, children, and students, \$7.50. Free valet bike parking and Bike-to-Work Raffle. Co-sponsored by the East Bay Bicycle Coalition and Rialto Cinemas Cerrito.

**When:** 7:15 p.m.

**Where:** Rialto Cinemas Cerrito  
10070 San Pablo Avenue

### THURSDAY, MAY 17 BIKE TO WORK OR SCHOOL DAY

Celebrate bicycling as a healthy, fun, economical, and viable form of transportation. During the morning commute, stop by the City-hosted "Energizer Station" to pick up information on bike routes, safety, and other goodies. Call 215-4339 or visit [www.ecenvironment.org](http://www.ecenvironment.org) for more information.



**When:** 7-9 a.m.

**Where:** City-sponsored Energizer Station on the Ohlone Greenway at the El Cerrito Plaza BART station

### WEDNESDAY, MAY 19 HOUSING ELEMENT STUDY SESSION

Provide input on housing needs in El Cerrito. Story on page 3.

**When:** Time TBD

**Where:** City Hall, 10890 San Pablo Ave

### SATURDAY, MAY 22 BICYCLE RODEO

Cyclists of all ages and skill levels are invited to this event hosted by the Police Department. Test your skills and talk to officers about the rules of the road! Bring your own bike and helmet. Call 215-4318 for more details.

**When:** 11 a.m.-3 p.m.

**Where:** St. John School Yard  
1500 Block of Kearney Street  
(Adjacent to Ohlone Greenway)

### SATURDAY, MAY 22 CITYWIDE GARAGE SALE

Clean out your basement, closets, and garage, and be part of this citywide sale! Registration form due by May 3rd. Call 215-4350 for details or visit [www.el-cerrito.org/esd](http://www.el-cerrito.org/esd).



**When:** 9 a.m. -3 p.m.

**Where:** Throughout El Cerrito

### SUNDAY, MAY 23 MOZART MATINEE FOR MINORS AND MAJORS

Midsummer Mozart Festival presents the Mozart Youth Camerata, conducted by Maestro George Cleve. Tickets are \$20 for adults and \$12 for children. Reserve your ticket at the Community Center or call 559-7000.

**When:** 1 p.m.

**Where:** El Cerrito Community Center  
7007 Moeser Lane

### SUNDAY, JULY 4TH FOURTH OF JULY FAIR AND WORLDONE FESTIVAL

The El Cerrito Fourth of July celebration offers great fun for the whole family! This event includes entertainment, vendors, an art show, face painting, games, bounce houses, rides for the kids, and don't forget the carnival food! Admission is free but some activities require tickets. Music on the main stage will continue until 7 p.m.



Visit [www.el-cerrito.org/recreation](http://www.el-cerrito.org/recreation) for more details, including a list of worldOne performers. Parking is limited, so consider walking or riding your bike to the Fair.

#### Want to get involved?

The City is still looking for volunteers (individuals and groups) to help at the July 4th Fair. Stipends may be available. Call 559-7000 for volunteer information.

**When:** 10 a.m.-6 p.m.

**Where:** Cerrito Vista Park, Moeser Lane and Pomona Avenue

# City Plans Reduction in the Number of “False” Alarms

**W**HEN POLICE DISPATCH is notified of an alarm at a home or business, one or more police officers goes to the scene to assess the situation. In the past, the majority of these alarms have been “false”—there was no criminal activity. A false alarm might be caused by a mechanical failure, an operator error, or even a motion sensor activated by a pet.

On average, the Police Department responds to over 130 false alarms each month and dispatchers and officers spend a total of at least 45 minutes on each call.

At present, when an alarm sounds, the dispatcher tries to notify the property owner to give them the option of going to the scene. However, officers often have to wait a while for the owner to arrive. When there is no current contact information, the officers spend even more time trying to locate a responsible person.

In March, the City Council revised the municipal code (local laws) concerning alarms at the request of the Police Department. The new law requires alarm companies to notify the Police when they sell or install an alarm in El Cerrito, prohibits certain types of alarm systems, and requires all new installations and upgrades to use industry-approved alarm control panels. These measures are aimed at providing better accountability by installers and vendors, which should lead to fewer mechanical or installation errors.

The new law requires an “alarm user” (i.e. property owner, manager or resident) to obtain an “alarm user permit” which means they must file current information with the Police Department. With this information on file, officers should be able to quickly locate a property owner, manager, resident, or alarm company representative who can join the police in responding to the alarm call.

The ordinance added fees for permit renewal, fees to cover responses to false alarms, and a fine for a false alarm from an unpermitted alarm system. There is no fee for police response to alarms triggered by criminal activity. As a courtesy to alarm users, the City is waiving the fee for a second false alarm during 2010 only. However, three or more false alarms will incur

a fee, and starting in 2011, the alarm user will be charged a fee for the second and subsequent false alarms.

“We hope that through increased public awareness about the drain false alarm responses have on the Police Department, that in the future there will be less false alarm calls,” said Lt. Robert De La Campa.

The new fees and fines go into effect on July 3 of this year. Alarm users (residential and commercial) must obtain a permit by that date. Even if you have had an alarm system for many years, you must now register with the Police Department. You can download the registration form at <http://www.el-cerrito.org/police/alarms.html>.

If you have any questions, please contact Lt. Robert De La Campa at **215-4415** or [rdelacampa@ci.el-cerrito.ca.us](mailto:rdelacampa@ci.el-cerrito.ca.us).

## ALARM SYSTEM FEES AND FINES (residential and commercial properties)

■ Registration/permit	<b>\$26 fee</b>
■ Biennial Renewals	<b>\$15 fee</b>
■ Failure to obtain permit	<b>\$100 fine</b>
■ Failure to notify of change	<b>\$15 fine</b>
■ Initial false alarm response	<b>no fee</b>
■ Response to second through fifth false alarms	<b>\$74 fee</b>
■ Response to sixth and subsequent false alarms (up to a maximum of \$500 per day)	<b>\$158 fee</b>
■ Operating an unpermitted Alarm System	<b>\$100 fine</b>

## El Cerrito Updates Housing Element

**T**HE CITY OF El Cerrito is updating its Housing Element. To ensure the usefulness of the Housing Element and success of the update, the City needs your input.

### WHAT IS THE HOUSING ELEMENT?

The Housing Element is the blueprint for future housing. It includes goals, policies, and programs that direct decision-making for housing issues, including development of new housing and upkeep of existing housing. State law requires cities to periodically:

- Evaluate existing housing policies and programs
- Conduct a needs assessment based on local demographics and housing conditions
- Develop goals, objectives and policies defining the community’s position on various housing issues and setting measurable targets for meeting housing needs
- Develop an inventory of potential sites where housing may be constructed
- Analyze any obstacles or constraints to housing production in the community

The Housing Element Update is a local document with a local impact. It is a chance for us to think strategically about housing needs in El Cerrito, to consider how the community has changed, to adjust our vision for the future, and to plan how to address the City’s goals and priorities. This is an opportunity to re-evaluate existing policies, and prepare to meet future challenges.

In El Cerrito, housing matters—not just for residents and property owners, but for local stores and other businesses, emergency services, schools, and non-profit organizations too. The quality and availability of housing affects the health of our neighborhoods and the quality of our economy.

The City is holding a study session with the Planning Commission on May 19, in the City Council Chambers at City Hall, 10890 San Pablo Avenue. Please take the time to attend so you can provide your input on the Housing Element. For more information, or if you cannot attend the meeting but want to provide comments, go to [www.el-cerrito.org/planning](http://www.el-cerrito.org/planning) or contact the Planning Division at **215-4330** or [planning@ci.el-cerrito.ca.us](mailto:planning@ci.el-cerrito.ca.us).

# Do You Need to Re-Register to Vote?

CALIFORNIA'S NEXT STATEWIDE election is the Direct Primary Election on June 8. You will be eligible to vote if you are:

- A citizen of the United States
- A resident of California
- 18 years of age on election day
- Not in prison or on parole for a felony conviction

## WHEN TO RE-REGISTER

You must re-register to vote if you:

- Change your address (including apartment numbers)
- Change your name
- Change your political party
- Or if your signature changes significantly.

## Climate Action Survey

THE CITY OF El Cerrito is preparing a Climate Action Plan (CAP) aimed at reducing the pollution that contributes to global warming. The CAP will assist the City Council and the community in determining the best avenues of action to reduce locally produced greenhouse gases and to create a safer and more sustainable El Cerrito.

While preparing the CAP, staff will gather input from residents, employees and businesses through meetings, workshops and an on-line survey (at [www.greenelcerrito.org](http://www.greenelcerrito.org)). Please take the 15 minutes necessary to complete the survey. The Environmental Services Division will make hard copies of the survey available at events such as Earth Day and regular meetings of the City's Environmental Quality Committee, held at City Hall on the second Tuesday of each month.

If you would like more information regarding the City's Climate Action Plan or get a hard copy of the survey, please contact Environmental Analyst Maria Sanders at [msanders@ci.el-cerrito.ca.us](mailto:msanders@ci.el-cerrito.ca.us) or **215-4351**.

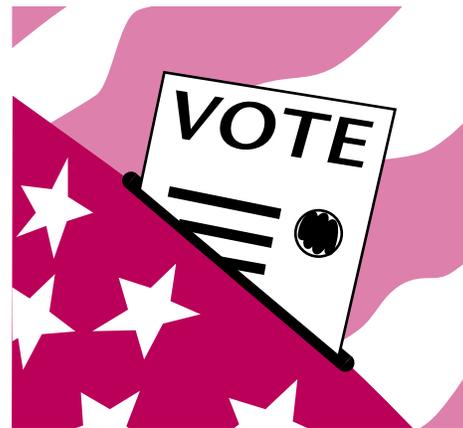
## IF YOU HAVE MOVED . . .

If you moved within 14 days of an election and you still live in the same county, you may vote in the precinct at your old address or you may apply for a Vote by Mail (absentee) ballot. Remember to use your old address on your absentee ballot. If you moved prior to the last 15 days before an election and you still live in the same county, but you did not re-register to vote, you may still vote a Provisional ballot at your new polling place or at the Registrar of Voters Office with proof of residence (address).

Voter registration forms are available by request at the Contra Costa County Elections Department by calling them at **(925) 335-7800**. You may also find voter registration forms at:

- City Hall
- Post Offices
- Public Libraries
- Department of Motor Vehicles offices

Remember, you must register to vote by May 24th in order to be eligible to vote in the June 8th Direct Primary Election. You can download a Voter Registration Card and other helpful information from the County website: [www.cocovote.us](http://www.cocovote.us)



## POLLING PLACES

Polling places can change from one election to another. Be sure to check your Sample Ballot to find your polling place. Polling place information is available online at [www.cocovote.us](http://www.cocovote.us) or by calling the County Elections Office at **(925) 335-7800** during regular business hours.

## GET INVOLVED

The County Elections Division is now offering two unique programs for high school students and service organizations who want to help with elections. Participants can make a positive difference in the community by providing a needed public service. Participants will receive a stipend with the amounts varying based on the positions assigned.

## Begin Spring Pruning Now!

SPRING IS quickly approaching. With the warmer spring weather come plants of all kinds, both beautiful flowers and dreaded weeds.

Every year, the rapid growth of noxious weeds and vegetation create an extreme fire risk for the City. To help reduce fire risk, the El Cerrito Fire Department will be conducting fire hazard inspections of all El Cerrito properties, beginning in mid-May. These inspections will focus on the City's Vegetation Management Standards. Properties that are identified as fire hazards will receive a notice and be subject to the 2010 fire hazard abatement process. If you need



guidance in resolving a fire hazard notice on your property, go online to [www.el-cerrito.org/fire](http://www.el-cerrito.org/fire) or call Fire Captain Teresa Pace at **215-4457**.

Please begin your spring pruning, weeding, and cutting prior to our inspections. Residents may request one free, large pickup of green waste or garbage annually (up to 12 full bags) through the East Bay Sanitary Company. To schedule your pickup and get specific requirements, please call East Bay Sanitary at **237-4321**. Remember, *you make the difference* in keeping your home, your neighborhood and our City "Wildfire Safe."

# New Pavement Markings Increase Roadway Safety

**A**S YOU TRAVEL on El Cerrito streets, pay attention to the new traffic lane striping and pavement markings. The Public Works Department made some traffic safety enhancements when streets were resurfaced last year. All new traffic striping and pavement markings use thermoplastic material with glass beads and, in some cases, raised reflective markers to make them brighter and easier to see at night or during foggy or rainy weather. Centerlines were added at stop sign intersections and marked crosswalks to better direct the movement of vehicles. White edge lines were added on some narrow roadways without raised curbs to delineate the edge of the road. New pavement markings, including ladder crosswalks, word legends (such as PED XING), shared roadway bicycle markings, and yield lines were also installed to provide additional information and guidance to users. The latter two

markings are relatively new to the City and are further explained below.

Yield lines (aka “shark’s teeth”), approved for use by Caltrans in 2006, indicate the point at which vehicles must stop and yield to vehicles or pedestrians. Yield lines consist of a row of solid white isosceles triangles pointing back toward approaching vehicles as shown in the photo at right. In contrast, the point at which vehicles must come to a stop for a STOP sign or traffic light is indicated by a 12-inch-wide, solid, white line extending across the approach lane(s). Before 2006, stop lines and yield lines were both indicated by the solid white line.

The City installed its first shark’s teeth in the median areas of upper Moeser Lane to bring about more orderly side-street movement. Because the triangles point toward the direction of approaching vehicles instead of in the direction of travel, some motorists are confused regarding the



*The City installed its first yield lines or “Shark’s Teeth” in the median areas of upper Moeser Lane.*

meaning of the “shark’s teeth.” The Public Works Department subsequently installed directional arrows. The City will be installing more of these “shark’s teeth” markings for greater safety.

The markings inform motorists where to yield to pedestrians crossing in crosswalks. These “shark’s teeth” markings will typically be accompanied by a Yield Here to Pedestrians sign. Installation of these signs and markings will begin in the next few months. Watch for them on San Pablo Avenue at Madison and Lincoln Avenues (as part of the San Pablo Streetscape Project), and on Arlington Boulevard at Madera Drive (as part of a planned safe routes to school project).

Shared roadway bicycle markings (aka “sharrows”), approved for use by Caltrans in 2005, reinforce the shared use of existing travel lanes by motorists and bicyclists. The markings are intended to remind drivers that bicyclists may be sharing the roadway and to remind cyclists to stay clear of the door zone (the area needed to open a car door). Please be aware that bicyclists may ride to the left of the “sharrow” to pass other bicyclists or vehicles, to prepare to make a left turn, or when necessary to avoid conditions that make it unsafe to continue in the “sharrows.” The City is installing “sharrows” on bicycle routes designated by the City of El Cerrito Circulation Plan for Bicyclists and Pedestrians.

If you have questions about the new markings, or suggestions regarding traffic management, please contact the Public Works Department at **215-4382** or [yortiz@ci.el-cerrito.ca.us](mailto:yortiz@ci.el-cerrito.ca.us).

## **AVENUE:** *Continued from page 1*

- Complete the upgraded landscaping plan, including planting additional street trees.

In addition to City Redevelopment Agency funds, the City has won several grants to help fund this project. Funders include the Bay Area Air Quality Management District/Transportation Fund for Clean Air, the Metropolitan Transportation Commission, and the Contra Costa Transportation Authority/Transportation for Livable Community Programs.

For more detailed information on the location of these amenities and improvements, as well as construction schedules, visit [http://www.el-cerrito.org/public\\_works/ave.html](http://www.el-cerrito.org/public_works/ave.html).

## **ART ON THE AVENUE**

The City’s Arts and Culture Commission issued a request for proposals for artwork on San Pablo Avenue as part of its “Art in Public Places” program. After careful review of the 17 proposals received, the Commission selected Berkeley-based artists Jonathan Russell and Saori Ide, who proposed installing a series of “icons”

on the streetlight poles. The icons will be colorful, metal artworks that reflect aspects of community life in El Cerrito.

Additionally, at least eighteen interpretive sidewalk pavers will be installed along the Avenue. The 2-foot square pavers will depict elements of El Cerrito’s historic and cultural heritage. In early 2010, the Arts and Culture Commission solicited ideas for paver images and stories from community members and the El Cerrito Historical Society. “It was wonderful to have such an enthusiastic response to this idea, and the Commission unanimously decided to incorporate all of the submissions received into the project. Because of the community’s input, the pavers will reflect many facets of El Cerrito’s history and culture for pedestrians to enjoy, and maybe even learn something new about our community!” said Karen Pinkos, Assistant City Manager and Staff Liaison for the Arts and Culture Commission.

For more information on the Streetscape project, contact the Public Works Department at **215-4382**. For construction-related questions or concerns about the project, contact the Construction Project Manager at **(925) 768-8057**.

# Partnerships Create Community Gardens

**T**HANKS TO a mini-grant from the West Contra Costa Integrated Waste Management Authority in August of 2009, the Maintenance Division has begun organizing and hosting planting events at the Community Center at 7007 Moeser Lane. The purpose of these events is to create sustainable gardens that require minimal watering and maintenance, and do not need fertilizer. These colorful, fragrant, gardens attract many kinds of wildlife such as butterflies and hummingbirds and the sustainable gardening techniques are easily replicated in home gardens.

The City has also been working closely with the Watershed Project to host planting events to provide bay-friendly gardening education. Last November, volunteer gardeners working with the Watershed Project began gardens utilizing sheet mulching techniques. In early 2010,

volunteers planted *Carex pansa* (a grass substitute) in the brick boxes near the Community Center parking lot and native woodland strawberries close to the Teeter Tot building to provide a green ground cover as the larger plants mature.

The Maintenance Division would like to continue partnering with individuals and volunteer groups to maintain these gardens. In the near future, minor pruning and weeding will be necessary.

If you are interested in adopting the maintenance of the gardens at this location long-term or if you would like to adopt any park, creek, path, or landscaped community space, please contact Laureteen Brazil with the Maintenance Division at **215-4369** or **lbrazil@ci.el-cerrito.ca.us**. For more information about this project, visit **[www.el-cerrito.org/maintenance/volunteers.html](http://www.el-cerrito.org/maintenance/volunteers.html)**.

# Gutters Go Green on the Avenue

**A**S PART OF the ambitious San Pablo Avenue Streetscape Improvement project, the City is building “rain gardens” along the Avenue to clean storm water. In a joint venture with the San Francisco Estuary Partnership, and with funding from the American Recovery and Reinvestment Act (ARRA or “stimulus funds”), the City is installing two rain gardens, totaling 600 linear feet, on the

west side of San Pablo Avenue near the Eureka and Madison intersections. Storm water rain gardens are based on a concept that has been growing in popularity throughout the Pacific Northwest, on the East Coast, and, increasingly, in the Bay Area as well, thanks to new Regional Water Quality Control Board regulations.

The concept behind the rain garden can be summarized as “Slow It, Spread It, Sink It.” In a rain garden, storm water is directed away from hardscapes (such as streets) through specially designed landscaped areas. This slows the water down, allowing it to spread out and sink into the soil. In the process, the water is filtered and “cleaned,” before entering the storm drain system or the creeks that lead to the Bay. Some of the rain water naturally returns to the water table, as it used to before urban development.

The San Pablo Avenue rain gardens will have interpretive signs in English, Spanish and Chinese explaining the purpose and importance of the gardens in keeping storm water free from pollution. For more information, please visit **[www.ecenvironment.org](http://www.ecenvironment.org)** and click on “Landscape and Water.”

Illustration: Gates + Associates



*Rain gardens enhance the water quality because they “slow it, spread it, sink it.”*



# D.U.I.—Don't Do It!

**T**HE EL CERRITO Police Department (ECPD) has been awarded a \$135,000 traffic safety grant by the California Office of Traffic Safety for a program aimed at preventing deaths and injuries caused by DUI (driving under the influence). The Traffic Safety Unit of the ECPD is dedicated to keeping streets safe through enforcement and education.

The year-long program will target impaired drivers through the use of:

- DUI/driver's license checkpoints
- warrant searches and stakeouts for repeat DUI offenders
- saturation patrols, and
- court stings targeting DUI offenders with suspended or revoked driver licenses who get behind the wheel after leaving court.

“There are far too many collisions in El Cerrito where alcohol has been a factor. One collision where a driver decided to get behind the wheel and drive after consuming an alcoholic beverage is one too many,” said Lt. Steve Bonini, supervisor of the Traffic Safety Unit. “It is simple; if you decide to go out for an evening of drinking, assign a designated driver who will consume NO alcoholic beverages during the evening,” he explained.

The results of impaired driving are not accidents. Impaired driving is a serious and deadly crime that kills someone in this country every 30 minutes. In 2008, over 11,700 people died in highway crashes involving drivers with blood alcohol concentrations (BAC) of .08 or higher.

Funding for this grant comes from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

## Time to Renew your Business License

**B**USINESS OWNERS in El Cerrito must renew their business licenses to keep them current. Existing business licenses will expire on June 30 with business owners receiving courtesy renewal notices before the expiration date. Your renewal form and payment must be received by July 31 to avoid any late penalties.

The City of El Cerrito requires that any person who engages in any business, trade, profession, calling, or occupation, or who provides a service within city limits, must procure a Business License and pay the appropriate fees.

If you are a landlord (i.e. renting out commercial or residential property) then you must have a business license.

Please note that you may need additional permits and licenses in order to operate legally in El Cerrito. For example, you may need a Taxicab, Bingo, Conditional Use, or other permit. You may also need Federal, State, or County Licenses and permits, such as a California Seller's Permit or a State Contractor's License.

For more information, contact Lori Framsted, Business License Clerk at **215-4335** or [lframsted@ci.el-cerrito.ca.us](mailto:lframsted@ci.el-cerrito.ca.us)

## Making El Cerrito Heartsafe

**R**APID ACCESS to life-saving treatment can help someone who suffers a heart attack, stroke, or sudden cardiac arrest. Teaching others how to help is one of the goals of the Heartsafe Community program. The El Cerrito Fire Department is working with the Contra Costa County Emergency Medical Service Agency (County EMS) to get El Cerrito designated a Heartsafe Community in the near future.

The Heartsafe Community program was developed by the American Heart Association to encourage and promote community awareness of cardiovascular health. The program provides firefighters with appropriate medical equipment, teaches individuals how to actively support heart health through exercise and diet, and teaches ways to help others in an emergency. By learning the signs and symptoms of a cardiovascular emergency (heart attack, stroke, or sudden cardiac arrest), and appropriate interventions, you can give others the best possible chance for survival. The actions you take before emergency personnel arrive can be life-saving!

American Medical Response (AMR) recently donated an automated external defibrillator (AED) for the El

Cerrito City Hall. The City also has AED units on each fire engine and at the Open House Senior Center.

The Heartsafe program makes more information available about the 9-1-1 system, CPR, AEDs, and other heart-safe community resources. To learn more, or to sign up for a CPR class, contact the El Cerrito Fire Department at **215-4450**.

Businesses interested in purchasing an AED or learning more about the Contra Costa County Public Access Defibrillation program, can call **1-888-267-6591** or **925-646-4690** or access their website at [www.cccems.org](http://www.cccems.org).



*Captain Tom McCullagh, Fire Engineer Kathy Halligan, and Firefighter/Paramedic Dave Hood stand near the new AED in the lobby at City Hall.*

## New Off-Leash Dog Park!

**O**N SATURDAY, APRIL 17th, the City Council officially opened the Bruce King Memorial Dog Park, located along the Ohlone Greenway between Blake Street and Potrero Avenue. The quarter-acre dog park provides a fenced area where dogs can run off-leash.

Construction of the dog park was funded primarily by donations from individuals, the family of the late Bruce King, and local businesses. Amenities include benches, water stations for the dogs, a drinking fountain for the humans and a hose to rinse the dogs clean. A few agility pieces will be added soon.

The El Cerrito City Council named the new park after Bruce King, the City's former Maintenance/Engineering Services Manager, who was killed in 2009. Bruce worked for the City of El Cerrito for over 14 years in the Public Works Department and spent countless hours creating and maintaining the City's green spaces. He was also an avid dog lover.

City representatives, along with members of Bruce King's family, officially opened the park with a ribbon-cutting ceremony.

The City has received over \$50,000 in donations to build and support the park. Major park sponsors to date include:

- Safeway
- Omega Pacific Electrical Supply
- Mindy Charlup
- William Burton King & Anne C. Diller
- The Charlup, Buckley & Meena Families
- Republic ITS
- Abbey Pet Hospital
- Superdoggies Pet Care
- Broadway Vineyards, Stamford, CT
- East Bay Sanitary Company
- El Cerrito Tennis Club
- Meyers, Nave, Riback, Silver & Wilson, Attorneys at Law
- Lara Weisiger

City of El Cerrito  
 City Hall  
 10890 San Pablo Ave.  
 El Cerrito, CA 94530

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EL CERRITO POSTAL PATRON

## Follow Us on Twitter

**D**O YOU use social media? Do you want to know about upcoming community events or be able to access the latest City Council meeting video as soon as it becomes available online?

If you answered yes, you will want to follow the City on Twitter. Twitter is a real-time information network that allows people, businesses, and governments to “tweet” information in short bursts—140 characters or less, to be exact.

El Cerrito, and an increasing number of other cities, are using Twitter to help communicate with community members with very positive results. “Even though we are just beginning to use Twitter, it has been a great way to reach people,” said Assistant City Manager Karen Pinkos.

To follow the City on Twitter, go to [www.el-cerrito.org](http://www.el-cerrito.org) and click on the “Twitter” button.





**THE CITY OF EL CERRITO**

<p><b>EL CERRITO CITY COUNCIL</b>          Mayor Janet Abelson          Mayor Pro Tem Ann Cheng          Councilmember Greg Lyman          Councilmember William C. Jones, III          Councilmember Sandi Potter</p> <p><b>CITY WEBSITE</b>      <a href="http://www.el-cerrito.org">www.el-cerrito.org</a></p> <p><b>CITY HALL</b>          10890 San Pablo Ave.</p> <p style="text-align: right;">(All area codes 510)</p> <p><b>Administration</b>                      215-4300          City Clerk                                215-4305          City Council                               215-4305          City Manager                              215-4300          Employee Services                      215-4315          Environmental Services                 215-4350          Finance                                     215-4310</p> <p><b>Community Development</b>        215-4380          Building                                    215-4360          Economic Development                215-4380          Housing                                     215-4380          Redevelopment                         215-4380          Planning                                    215-4330</p> <p><b>Public Works</b></p> <p>Corporation Yard                        215-4369          Engineering                              215-4382          Maintenance                              215-4369          Street Paving                             219-4155</p> <p><b>Recycling Center</b>          7501 Schmidt Lane          Environmental Services Division    215-4350</p>	<p><b>Community Center</b>          7007 Moeser Lane</p> <p>Recreation Department                559-7000          Swim Center                               559-7011</p> <p><b>The Open House Senior Center</b>          6500 Stockton Ave.</p> <p>Senior Services                            559-7677</p> <p><b>Public Safety Building,</b>          10900 San Pablo Ave.</p> <p>Emergency*                                911          Police/Fire/Medical Dispatch        237-3233</p> <p><i>* Cell phone users should call dispatch in an emergency for direct local response.</i></p> <p>Fire (Administration)                  215-4450          Police (Administration)                215-4400</p> <p><b>City Hall Holidays (office closed):</b>  <b>Memorial Day—May 31</b>  <b>Independence Day— Monday, July 5</b></p> <p><b>City Council regular meetings:</b>  <b>May 3 and 17</b>  <b>June 7 and 21</b>  <b>July 5* and 19</b></p> <p><i>* Indicates Tuesday meeting.</i></p> <p>City Council meetings are held in the new City Hall, 10890 San Pablo Ave. Regular Council meetings are broadcast live on Comcast Cable channel 28 and are also available live online. <b>To watch the meeting online, go to <a href="http://www.el-cerrito.org">www.el-cerrito.org</a></b> and click on the “Streaming Media” button. Schedules are subject to change; please check <a href="http://www.el-cerrito.org">www.el-cerrito.org</a> for updates.</p>	
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