



MEASURE R EXTENSION ON THE NOVEMBER BALLOT

In response to El Cerrito's financial, public safety and vital city service needs, the El Cerrito City Council recently placed a local funding measure on the November 4, 2014 ballot to extend the existing voter-approved Measure R at the one cent rate. If enacted, this continuation measure would generate additional locally-controlled funds for local projects and services, with money that could not be taken by the State.

As you may remember, Measure R was previously approved by local voters four years ago at the 1/2 cent rate. However, state takeaways and the sluggish economy have put considerable strain on El Cerrito's ability to continue to provide the public safety and quality of life services our residents rely on. If Measure R is extended at the one cent rate, the increased revenue will help the City to maintain current levels of public safety, including police services, neighborhood patrols, crime prevention programs, and rapid 9-1-1 response times, as well as after-school programs for children and teens and city parks, playfields, paths and open spaces. The continuation of Measure R includes the same financial oversights, including citizen participation in the annual budget process, mandatory financial audits and reports to the community to continue to ensure that all voter-approved funds are spent appropriately.

Enclosed is a "Frequently Asked Questions" sheet for your information. For more information, visit www.el-cerrito.org/measure-R.

DROUGHT UPDATE FROM EAST BAY MUNICIPAL UTILITY DISTRICT

To protect California's limited water supplies, the state adopted new restrictions to limit outdoor water use and waste. Everyone is expected to:

- Prevent runoff in gutters, patios, walkways, driveways or streets while watering.
- Use a hose with a shut-off nozzle.
- Use only recirculated water in fountains.
- Sweep sidewalks and driveways. If you must wash hard surfaces for sanitary reasons, use a hose with a shut-off nozzle.

Cutting back on your water use by 10% stretches the existing supplies in case there isn't enough rain and snow next winter to replenish our reservoirs. Here are some tips to help you cutback:

- Contact EBMUD for a free WaterSmart Home Survey Kit to evaluate your home's water use and find leaks and inefficient fixtures. Toilet and irrigation systems contain some of the biggest and sneakiest leaks.
- The best way to save water in the summer is to cut back outdoor watering. Remember your lawn needs water only two days a week, and shrubs and trees only one day. Upgrade your irrigation equipment to efficient drip systems and self-adjusting controllers.
- Upgrade appliances and plumbing fixtures to more water efficient models. EBMUD currently offers water conservation rebates to customers for toilets and washing machines.
- Convert your lawn to a sustainable landscape. Rebates are available for single- and multi-family residences and commercial customers.
- Visit EBMUD's WaterSmart Center at ebmud.com/water-and-wastewater/watersmart-center for more tips.
- If you see an irrigation or other leak in El Cerrito parks, fields, and property, please report it immediately to (510) 215-4369 or lbrazil@ci.el-cerrito.ca.us

YOU CAN PREVENT WATER POLLUTION IN THE BAY AREA!

Here's how: Don't litter. Trash travels down storm drains untreated, polluting creeks, the Bay and the ocean. Prevent water pollution by keeping litter off of streets and roads.

Cigarette butts are more than just an eyesore on streets and roads—they're trash that can cause stormwater pollution. Cigarette butts travel down storm drains polluting creeks, the Bay and even the ocean, harming wildlife and their habitats. If you smoke, don't litter. Use ash tray receptacles instead.

Eating on the run? Make sure to hold onto that coffee cup or food wrapper until you see a garbage can. Don't throw it on the ground. A recent study in the Bay Area showed that cup lids and straws were a major source of litter. Do your part to reduce litter and you can help keep our creeks and Bay clean.

Learn more about how trash can pollute local waters at baywise.org and join local El Cerrito Green Team volunteers who help take litter off the streets; see www.greenerelcerrito.org or call (510) 215-4350 for more details.



STREET SWEEPING PROGRAM KEEPS BAY WATER CLEAN

El Cerrito's street sweeping program is part of the City's Clean Water Program. Street sweeping collects trash, debris and other pollutants from the street that would otherwise get into the storm drain system, and from there to the San Francisco Bay. In El Cerrito, sweeping on residential and arterial streets may occur between 7 a.m. and 4 p.m. Commercial areas are swept each Monday night, and residential streets are swept once a month. Sweeping does not occur on rainy days or if the street is wet. The full street sweeping map is available online at www.el-cerrito.org/streetsweeping

Please use the following guidelines to help keep our streets and water clean:

- Know your street sweeping day and park cars off the street on your scheduled sweeping day.
- Do not put leaves or other yard waste in the street.
- Keep landscape plants pruned back far enough to allow sweepers to sweep against curb
- Notify the City Arborist (510) 559-7685 if City street tree branches obstruct the path of the sweeper.

SOLID WASTE COLLECTION HOLIDAY SCHEDULE

The El Cerrito Recycling + Environmental Resource Center and East Bay Sanitary Offices will be closed for business on September 1, November 11, November 27 & 28, December 24 & 25, and January 1. Curbside collection of Recycling, Green Waste and Garbage will occur as normally scheduled on these dates, **except for December 25 and January 1** – collection for those days and all subsequent days those same weeks will occur one day later than normal, with Friday collections occurring on Saturday. For more details, please visit www.ecenvironment.org, email green@ci.el-cerrito.ca.us, or call (510) 215-4350.

SEPTEMBER TO DECEMBER OPERATIONS AND ENVIRONMENTAL CALENDAR

Please visit www.ecenvironment.org, email green@ci.el-cerrito.ca.us or call (510) 215-4350 for details.

Sat & Sun **Sept. 27 & 28** **9 a.m. to 3 p.m.** **Electronic Waste Collection Event**
Recycle your old electronics at this free drop-off event, now at the El Cerrito Recycling + Environmental Resource Center (7501 Schmidt Lane). Staff members will unload your car for you. Remember, the Center now collects e-waste for drop off year round! For more information, visit www.unwaste.com or call UnWaste at 1-888-832-9839.

Daily **Sept. 29 – Oct. 5** **9 a.m. to 4 p.m.** **Free Compost Giveaway**
El Cerrito residents (with proof of residency) make collect up to 5 cubic feet (33 gallons) of free recycled compost from the El Cerrito Recycling + Environmental Resource Center. Free giveaway starts September 29 and ends October 5, or until supplies are exhausted. First come – first served. Bags, containers, and shovels not provided (please bring your own). Just enter the main circle and look for the "compost" sign.

Saturday **Oct. 11** **9 a.m. to 3 p.m.** **Fall Citywide Garage Sale**
Keep waste out of the landfill while shopping for great deals and getting to know your El Cerrito community. Registration forms are available online at www.el-cerrito.org/garagesale on pg. 24 of the Recreation Brochure, or at 7501 Schmidt Lane. Forms are due September 12 by 4 p.m.

Sunday **Oct. 12** **2 p.m. to 6 p.m.** **Music for Madera**
Spend an afternoon enjoying local classical, jazz and other musical talent and benefiting the campaign to buy the Madera Open Space in the courtyard of the El Cerrito Community Center. Donations help the City buy 9 acres of open space in the Hillside Natural Area, www.el-cerrito.org/hnaproperty

Wednesday **Oct. 22** **7:30 p.m.** **Joint Urban Greening Plan Study Session**
The Parks & Recreation Commission and Environmental Quality Committee will hold a Joint Study Session at City Hall (10890 San Pablo Ave.) on the Urban Greening Plan to improve environmental sustainability and community development. For more information, please visit www.ElCerritoUrbanGreening.org

1st Wednesdays **Monthly** **3 p.m. to 4 p.m.** **Free Tours of the Recycling Center**
See the range of recycling and reusable material accepted, find out how the City handles various materials, and learn about the sustainable features and services offered via this community resource! 7501 Schmidt Lane. Larger groups, or those hoping for a tour on a different day, please call (510) 215-4350 to schedule a separate tour and get pricing information.

1st Saturdays **Monthly** **10 a.m. to 12:30 p.m.** **Baxter Creek Work Party**
Join the City's Public Works Environmental Program Manager to remove invasive species and maintain the landscape of this El Cerrito jewel. Bring water if desired, wear a hat and close-toed shoes! All ages welcome with guardians. Heavy rains cancels. For more information, email spree@ci.el-cerrito.ca.us or call (510) 559-7685.



FREQUENTLY ASKED QUESTIONS REGARDING EL CERRITO'S FINANCES AND SERVICE NEEDS

Q: What is the issue?

A: El Cerrito faces a variety of fiscal and service delivery challenges, including continued Sacramento takeaways and the slow economic recovery. El Cerrito needs local control over local funds, for local needs. Extending existing, voter-approved funding at the one-cent sales tax rate will continue to address these needs, while keeping all funds local and ensuring that no funds can be taken by Sacramento.

Q: What is Measure R?

A: Measure R, the Preservation of Citywide Services Measure, was approved by local voters in 2010 as a 1/2 cent general sales tax. Measure R generates revenues that have been essential in maintaining city services, including 9-1-1 emergency response, police patrols, and fire protection.

In November 2014, voters will be asked about extending Measure R at the one-cent sales tax rate for 12 years.

Q: What is the urgency?

A: In 2010, voters approved Measure R for seven years only. If Measure R is extended at the one-cent rate, the City will be able to maintain current levels of fire protection and police services, including neighborhood patrols, crime prevention programs, and rapid 9-1-1 response times. Property crimes have increased in El Cerrito and we desire a fully-staffed police force to prevent crime from getting worse.

Q: How can we be sure that funds continue to be spent properly?

A: The City prides itself on transparent and fiscally prudent financial practices, which include citizen participation in the annual budget process, mandatory financial audits and reports to the community to continue to ensure that all voter-approved funds are spent as promised. Continuing this financial accountability is included as part of the measure renewal.

Q: What priorities have the community identified?

A: The City is committed to protecting or expanding the services that our community has said are important, including:

- Maintaining current levels of firefighters, fire protection and emergency medical services
- Maintaining rapid 9-1-1 response times, neighborhood police patrols, crime prevention and investigation
- Maintaining earthquake and disaster preparedness programs
- Maintaining library programs for all, and afterschool programs for children and teens
- Maintaining city parks, paths and playfields
- Maintaining and improving open spaces

Q: Where can I get more information?

A: The City will continue to keep the community informed about El Cerrito's service and financial priorities. For more information, please visit the City's website at www.el-cerrito.org/measure-R.