City Adopts Regulations on Shopping Bags and EPS Foam Food Ware

The City Council recently adopted two ordinances to reduce litter and promote environmental sustainability.

SINGLE-USE BAGS
Effective January 1, 2014, shopping bags will be regulated in El Cerrito in the following ways:

1. Department stores, clothing stores, liquor stores, book stores, specialty stores, drug stores, convenience stores, and other retail establishments are prohibited from distributing single-use plastic bags at the point of sale. Restaurants and non-profit charitable reusers are exempt.

2. Paper bags must contain at least 40% post-consumer recycled content.

3. Retailers must charge a minimum of five cents for each paper bag.

Plastic bags (without handles) and paper bags that are typically placed inside a carryout bag at the point of sale are still allowed. This includes bags used to protect or contain raw meat, fresh produce, food prepared for the customer on location, and other goods that must be protected from moisture, damage, or contamination.

EPS FOAM FOOD WARE
Effective January 1, 2014, the use of expanded polystyrene (EPS) foam food ware by food service businesses will be regulated in El Cerrito. Food providers will be required to use compostable, recyclable or reusable food ware and prohibited from providing prepared food in EPS foam containers. The ordinance extends to a person or a group who rents a city facility (such as the Community Center).

Single-use bags and foam food ware contribute to pollution on streets, and in gutters, storm drains, creeks, and the bay. Even when properly disposed of, plastic bags and EPS foam are challenging to remove from the environment. Because they are so light, the wind easily blows them out of waste containers, autos, and solid waste handling operations.

Many environmentally-minded businesses have already taken steps on their own. For example, in 2012 and 2013, Rubio’s Mexican Grill and Jamba Juice (both in El Cerrito Plaza) voluntarily stopped using EPS foam food ware.

If you have questions about these new regulations, please contact the Environmental Services Division by email at green@ci.el-cerrito.ca.us or by calling 215-4350.

Electric Vehicle Charging Station

The City of El Cerrito has installed an electric vehicle (EV) charging station for public use in the City Hall parking lot. EV charging is limited to 4 hours per session and costs $1.25 per hour. The station is part of the ChargePoint system and can be accessed with a ChargePass card. Other credit cards are also accepted, using a phone-in option displayed on the station.

Supporting the development of an EV charging infrastructure is part of the City’s recently adopted Climate Action Plan. This station was made possible through a rebate program with ChargePoint Incorporated, with ChargePoint providing the equipment for free.

City staff are actively looking for new sites and funding opportunities that will allow the city to increase the number of public charging stations in El Cerrito. For more information, contact Maria Sanders at msanders@ci.el-cerrito.ca.us or 215-4361.

The City of El Cerrito serves, leads and supports our diverse community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety and creating an economically and environmentally sustainable future.
UPCOMING EVENTS!

Month of October
pARTicipate in the Arts
Celebrate art and culture in El Cerrito! Visit www.el-cerrito.org for a list of art events in October and download the self-guided tour of the City’s new public art, 12 Wind Sculptures. For more information, contact Suzanne Iarla at 215-4318 or email siarla@ci.el-cerrito.ca.us.

Thursday, October 31
HALLOWEEN CARNIVAL & HAUNTED HOUSE
Get spooked by goblins, witches, and vampires! Put on your costume and come to the El Cerrito Recreation Department’s indoor Halloween Carnival and Haunted House. Haunted House admission is $4 per person. Carnival game tickets will be sold from 2:30–6:30 p.m. Call 559-7000 for more information.

When: Carnival, 2:30–7 p.m.
     Haunted House for young children, 2:30–4:30 p.m.
     Haunted House (scary version) 5–7 p.m.
Where: El Cerrito Community Center
       7007 Moeser Lane

Saturday, November 9
GREEN TEAM CLEAN-UP EVENT
Join El Cerrito’s Green Team volunteers and clean up El Cerrito every month! For details, including this month’s location, email green@ci.el-cerrito.a.us.

When: 10 a.m.–3 p.m.
Where: TBD

Monday, November 11
VETERANS DAY
City Administrative Offices will be closed in observance of Veterans Day.

Tuesday, November 12
EL CERRITO ANNUAL HOLIDAY BREAKFAST AND SANTA VISIT
Enjoy a pancake breakfast, a visit from Santa, and a special holiday performance. Bring your cameras! Proceeds from this event go to the David Hunter Scholarship Fund. Tickets at $5 per child (ages 2–9 years), and $10 per adult, will be available November 1. Buy in-person at the El Cerrito Community Center, or at www.elcerrito.org/recreation.

When: 9–11 a.m.
Where: El Cerrito Community Center
       7007 Moeser Lane

Wednesday December 18
OPEN HOUSE SENIOR CENTER HOLIDAY PARTY
The 2013 holiday party will feature a free performance of the El Cerrito Ballet’s “Nutcracker Story.” Light refreshments. Pre-register for a holiday lunch by December 17 at 559-7677. $5 donation for lunch ($2 for seniors, 60+).

When: Performance starts, 10 a.m.
Where: Open House Senior Center
       6500 Stockton Avenue

December 25 and 26
Christmas Day

Monday, January 20
MARTIN LUTHER KING JR. ANNUAL CELEBRATION
Be part of the historic 25th Anniversary of the annual Rev. Dr. Martin Luther King Jr. celebration in El Cerrito. Join the parade from the D.M.V. to El Cerrito High School, then attend the high-spirited rally and performance at the High School’s Performing Arts Center. This event is proudly sponsored by the City of El Cerrito, St. Peter Christian Methodist Episcopal Church, the El Cerrito Branch of the NAACP, and the West Contra Costa County Unified School District. To help plan the 2014 event, or for more information, contact event coordinator Patricia Durham, at 234-2518.

When: Gather at the DMV, 9 a.m.
      Parade starts, 9:30 a.m.
      Rally and Program, 10:30 a.m.
Where: Parade starts at the DMV.
       Rally at El Cerrito High School Performing Arts Center
       540 Ashbury Avenue
In the Spring of 2013, the City Council adopted a Strategic Plan, a roadmap for El Cerrito’s future. During the budget process this year, staff and Council used the Strategic Plan as a guide to review core city services and examine how all departments contribute towards the newly-adopted vision, values, goals, and strategies of the Plan. This examination resulted in the restructuring and reorganization of several departments and divisions into a new departmental structure:

- The Finance Department, formerly the Administrative Services Department, is now focused on the City finances and working on strategies to achieve long term financial stability for the City.
- The Human Resources Division is now part of City Management. It was formerly the Employee Services Division, part of the Administrative Services Department.
- The Community Development Department combines Planning and Building with Community Sustainability and Economic Development. These functions were formerly known as Environmental and Development Services.
- The Public Works Department now includes Recycling and Solid Waste Management. The new Operations and Environmental Services Division (OESD) is responsible for the operation of the Recycling + Environmental Resource Center. The division was formerly part of the Environmental Services Division.
- The Recreation Department now includes a new Citywide Custodial Division, responsible for all janitorial services.

Continued on page 4

CITYWIDE EXPENDITURES BY DEPARTMENT

- Community Development 4.8%
- City Management* 6%
- Finance 7.6%
- Recreation 9.1%
- Non-Departmental 9.5%
- Public Works 9.7%
- Capital Outlay 12.6%
- Police 22.9%
- Fire 17.8%

*City Management includes City Manager’s Office, City Clerk, IT, and Human Resources.

Photos this Page: Officer Del Prado and Koda of the ECPD K-9 Unit (top). The City recently installed a solar electricity system at the Community Center/Swim Center and Public Safety Building to offset approximately 28% of the City’s electricity use (above). Recycling Operations Supervisor Mario Gonzales operates a forklift at the Recycling and Environmental Resource Center (left).
The City continues to face significant financial challenges in FY 2013, due to loss of redevelopment funding and subsequent battles with the State, property tax revenues that do not reflect current market conditions, a dramatically reduced sales tax base (the result of a one-time “true up” related to property tax collections), and increasing pension and medical costs for employees.

Despite all this, City government remains dedicated to the City’s mission and future. As the City’s newly adopted FY 2013–14 Budget illustrates, the City has been able to maintain the range and quality of its services over the past few years, and even expand some services each year, thanks to the leadership of the City Council, the commitment and dedication of City staff, and the trust of our community.

City employees responded to the fiscal challenges of the past few years by engaging in creative problem-solving, seeking grants, making concessions, and accommodating increased workloads caused by vacancies. They have continued to provide the same high level of customer service that residents and the local business community have come to expect from their city.

**FY 2013–14 OPERATING BUDGET**

The annual operating budget is the City’s plan for the upcoming Fiscal year (FY). It is published in the Budget Book, a document that describes the City’s services and activities and how these are supported through various funding sources.

The FY 2013–14 Budget provides funding for all City services including police, fire, recreation, community development, public works, building, planning, environmental and city management services, and the City’s 10 Year Capital Improvement Program (CiP).

The City of El Cerrito recently received its third Government Finance Officers Association of USA/Canada (GFOA) Distinguished Budget Presentation award for its FY 2012–13 budget book. Staff is extremely proud to repeatedly receive this award, based on a nationally recognized standard for budget documents prepared by local agencies. The City has also received the California Society of Municipal Finance Officers (CSMFO) Budget Award for eight years in a row.

**BUDGET for FY 2013–14**

<table>
<thead>
<tr>
<th></th>
<th>Revenues</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Fund</strong></td>
<td>$28,479,079</td>
<td>$28,453,592</td>
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<tr>
<td><strong>Special Funds</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gas Tax Fund</td>
<td>1,150,336</td>
<td>1,253,937</td>
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<tr>
<td>Landscape and Lighting</td>
<td>1,316,000</td>
<td>1,314,327</td>
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<tr>
<td>Street Improvement Fund</td>
<td>2,517,000</td>
<td>3,015,684</td>
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<tr>
<td>Federal, State, and Local Grants</td>
<td>203,498</td>
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<td>Capital Improvements</td>
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<td>3,478,220</td>
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<tr>
<td>Integrated Waste Management</td>
<td>2,042,364</td>
<td>2,174,295</td>
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<tr>
<td>Other Funds</td>
<td>4,566,838</td>
<td>5,202,634</td>
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<tr>
<td><strong>Total Special Funds</strong></td>
<td>$14,956,281</td>
<td>$17,353,880</td>
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<tr>
<td><strong>Total All Funds</strong></td>
<td><strong>$43,435,360</strong></td>
<td><strong>$45,807,472</strong></td>
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</table>

Adopted numbers include Transfer Ins and Transfer Outs.
More has been accomplished in the last year than can be mentioned in this brief summary. The core services that make up almost the entire General Fund represent a long list of achievements. The Budget Book provides more details about each Department’s recent accomplishments and plans to meet the needs of our residents and businesses in the future.

For a look at the budget book, go online to www.el-cerrito.org/budget. Paper copies are available for review at both City Hall and the Library.

If you have questions, please contact Lisa Malek-Zadeh, Finance Director at lmalek-zadeh@ci.el-cerrito.ca.us or 215-4312.

**CAPITAL IMPROVEMENT PROGRAM**

The City addresses long-term capital needs through the Capital Improvement Program, a ten-year planning tool.

The FY 2013–14 budget allocates $5.6 million for CIP projects. As in recent years, these projects are largely funded through various regional, state and federal grants, or special (restricted) funds. The CIP does not make any significant use of the General Fund. The CIP identifies necessary physical improvements.

This year’s CIP lists 46 projects, including 17 in the planning/design or construction stages. The list also includes projects for which no cost estimates or funding sources have been identified as yet but which are deemed city priorities.

**Active CIP Projects (over $500,000)**

- Ohlone Nature Area & Rain Gardens
- Moeser Lane & Ashbury Avenue Pedestrian and Bicycle Corridor Improvements
- Central Avenue and Liberty Street Streetscape Improvements
- Various Ohlone Greenway Improvement projects
- Street paving projects (Measure A Street Improvements)

Additional projects include Swim Center enhancements, Huber Park improvements, energy and water efficiency programs, technology software upgrades, traffic safety programs, and management programs.
**SERVE ON A BOARD!**

**DID YOU KNOW** that over 80 El Cerritans contribute to the community by serving on one of the City’s 13 advisory boards, commissions, or committees? Several advisory bodies have openings now, with more expected as terms expire at the end of the year.

If you are interested in serving on a board, commission, or committee, please submit an application to the City Clerk, 10890 San Pablo Avenue, El Cerrito, CA 94530. Call the City Clerk at 215-4305 or go online to www.el-cerrito.org/commissions for more information about El Cerrito’s boards, commissions or committees, or about the selection process.

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**Help Plan a New Library for El Cerrito**

The City wants your thoughts on a new Library facility for El Cerrito! Please fill out a survey online at www.el-cerrito.org/librarysurvey. The City’s Strategic Plan, adopted earlier this year, directs the City to “Develop and rehabilitate public facilities as community focal points.” Based on community input, the City Council has chosen to make the Library facility a priority. This means identifying residents’ wishes for the facility, developing a plan based on those ideas, and identifying possible funding options.

Operated by Contra Costa County, the El Cerrito Library is currently housed in a city-owned building (built in 1948 and expanded to its current size in 1960) at 6510 Stockton Avenue. In 2006, the City completed a Needs Assessment and a Building Program for a new library, in anticipation of applying for a State construction bond grant. But California voters did not pass the bond measure that would have funded the grant. In the years since 2006, the City has sought to fund the library from other sources, but due to economic conditions, the loss of the Redevelopment Agency, and limited availability of grant funding, progress has been slow.

The 2006 Needs Assessment needs to be updated to reflect current industry standards, as well as the demographics and desires of the community. The City is now collecting information for a Needs Assessment, including the online survey. Together with feedback gathered through the Contra Costa County Library’s Strategic Planning process, this survey will tell City and Library staff what the community wants in a library building.

You can provide feedback, input and ideas by completing the online survey by October 31 of this year. If you would like a paper copy of the survey mailed to you, or if you have any questions, please contact Karen Pinkos at 215-4302 or kpinkos@ci.el-cerrito.ca.us.

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**Open Space Fundraising Effort**

Recently, the City and the Trust for Public Land (TPL) entered into a partnership to preserve approximately 8 acres of open space near Madera School, as part of the Hillside Natural Area. TPL purchased the undeveloped property and will hold it for the City until December 2014 to allow time for private fundraising and public grant writing. For more details about this effort, visit the City’s website at www.el-cerrito.org/hnaproperty.

A coalition of residents and community groups have started a fundraising campaign to support the City’s purchase of this land. To make a donation or get involved, visit www.ectrailtrekkers.org or call 510-681-9096.

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**Only Rain Down the Storm Drain**

Rain, A.K.A. Storm water runoff, can move pollutants, such as motor oil, fertilizers, pesticides, and litter, from the ground into the storm drain system, and eventually into San Francisco Bay. Street sweeping helps remove these pollutants from the street before they can get into the storm drain. It is important to assist street sweepers by moving your car so they can sweep the entire street on street sweeping days.

Streets in residential neighborhoods are swept once a month, during the daytime, and commercial areas are swept every Monday night. Sweeping does not occur on rainy days, or if the street is very wet. Keep in mind that the Street Sweeping machine cannot remove large piles of leaves, so don’t sweep or blow leaves into the gutter. Instead, dispose of them in your greenwaste bin. For more information on street sweeping, please refer to the street sweeping map online at www.el-cerrito.org/streetsweeping or call 215-4369.

**Sandbags Available!**

In anticipation of wet winter weather, the City provides up to ten (10) sandbags per household to residents with proof of residency. You can pick up empty bags from the Recycling Center Office, located at 7501 Schmidt Lane, Monday thru Sunday from 9 a.m. to 4 p.m. You will need to fill the bags yourself, but a shovel is provided. Sand is available on a first-come-first-served basis.

Litter in the street—such as wrappers, plastics, cigarette butts, and leaves—can also clog storm drains, and contribute to temporary flooding after a heavy rain. If you have a storm drain grate near your home or business, check it frequently to make sure it is not blocked, especially during wet weather. To request a storm drain cleaning, contact the Operations and Environmental Services Division at 215-4369.

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**Help us keep your storm drain clear of trash and leaves.**

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PAGE 6
Off the Grid Helps Make the Avenue a Vibrant Place

OFF THE GRID operates a food truck market in El Cerrito every Wednesday night, 5–9 p.m., on Fairmount Avenue, between San Pablo Ave. and Carlson Blvd. (next to Pastime ACE Hardware, one block from El Cerrito Plaza). About 1,400 diners a week have visited the market since its opening in mid-July, and the City hopes the additional foot traffic on the Avenue has a positive impact on other businesses in El Cerrito.

The market offers 8 to 10 trucks, on a rotating basis, selling a wide variety of foods in a casual, family-friendly, outdoor environment, with live music. There are plans to offer valet bicycle parking in the future.

The one-block segment of Fairmount Ave is closed during these times to accommodate the market. Drivers are reminded to obey the detour signs.

Attendees are reminded not to park vehicles in the parking lots of nearby businesses, but they may park in the Mechanic’s Bank lot (San Pablo Ave. at Fairmount Ave.) after 5 p.m.

The El Cerrito market is one of 23 Off the Grid market locations in the Bay Area. For more information about Off the Grid, visit www.offthegridsf.com.

Burglary Prevention Tips

Don’t be an “easy target” for burglars. Below are just a few simple tips you can use to avoid a break-in at your home or business.

Guard your home
- Install deadbolts on all exterior doors.
- Consider installing an alarm system.
- Trim vegetation which obscures your house or can be used as hiding places.
- Report suspicious activity to police when you see it.

Guard your valuables
- Don’t display valuables where passersby can see them.
- Keep a detailed inventory of your valuables including serial numbers.

While you’re away
- Make your home look occupied.
- Use automatic timers to turn lights on and off when away.
- Remember to lock doors and windows, even small bathroom windows.
- Don’t leave a spare key near the front door.
- Don’t leave packages or mail where they can be seen.

If you use social media
- Only add people you actually know to your network and set your account privacy so that only those people can see your content.
- Don’t announce an upcoming vacation, or an out of town trip.
- Don’t post or tweet your location.
- Don’t post photos showing your address or expensive items in your home.

In addition, we encourage you to check your home’s lighting, locks, yard maintenance, windows, doors, and alarm system for potential problems. Please visit www.el-cerrito.org/crimetips or contact the Police Department Administrative Office during business hours at 215-4400 to request brochures about crime prevention, learn about our Home Security Check Program, or register for complimentary vacation checks, before leaving town. Residents can sign up and receive the Police Blotter and crime alerts at www.Nixle.com.

HOLIDAY TOY DRIVE!
SUPPORT THE ANNUAL Richmond-El Cerrito Firefighters’ Holiday Toy Drive! Look for donation barrels at Fire Stations, city offices, and local businesses, starting in late November. Donate new, unwrapped toys, books, and games for boys or girls, ages 0–12 years. If you would like to host a barrel at your business or event, contact Rob Murphy, with the El Cerrito Fire Department, at 215-4450 to make arrangements. For more information, please visit the Firefighters’ Toy Program website at www.toyprogram.org.
The City of El Cerrito serves, leads and supports our diverse community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety and creating an economically and environmentally sustainable future.

EL CERRITO CITY COUNCIL
Greg Lyman, Mayor
Janet Abelson, Mayor Pro Tem
Rebecca Benassini
Jan Bridges
Mark Friedman

CITY WEBSITE  www.el-cerrito.org
TWITTER  @cityofelcerrito  @ElCerritoPD

CITY HALL  (All area codes 510)
10890 San Pablo Ave.

City Management
City Clerk  215-4305
City Council  215-4305
City Manager  215-4300
Human Resources  215-4315

Community Development Department
Building  215-4360
Code Enforcement  215-4374
Planning  215-4330
Economic Development  215-4362
Housing  215-4358
Finance  215-4310

Public Works
After-Hours Emergency  237-3233
Corporation Yard  215-4369
Engineering  215-4382
Maintenance  215-4369
Recycling & Waste Management  215-4350
Recycling + Environmental Resource Center  7501 Schmidt Lane

Community Center
7007 Moeser Lane
Recreation Department  559-7000
Park/Facility Rentals  559-7004
Swim Center  559-7011

The Open House Senior Center
6500 Stockton Ave.
Senior Services  559-7677

Public Safety Building
10900 San Pablo Ave.
Emergency  911
Police/Fire/Medical Dispatch  237-3233
Fire Administration  215-4450
Police Administration  215-4400

City Hall Holidays (office closed):
Veterans Day—Nov. 11
Thanksgiving—Nov 28 & 29
Christmas Holiday—Dec 25 & 26
New Year Holiday—Dec 31 & Jan 1

City Council fall/winter meetings:
November 5 & 19
December 3 & 17
January 7 & 21

Regular Council meetings are held on the first and third Tuesdays of each month at City Hall, 10890 San Pablo Ave. The Council has a reduced meeting schedule during the summer. Regular Council meetings are broadcast live on Comcast Cable channel 28 and KECC, 88.1 FM radio. To watch meetings online, go to www.el-cerrito.org and click on the “Streaming Media” link. Schedules are subject to change; check the website for updates. The City Council meeting agenda packet is available at least three days prior to each meeting at: http://www.el-cerrito.org/archive.

Thank You,
July 4th Sponsors!

The 2013 City of El Cerrito/worldOne 4th of July Festival would not have been possible without the generous donations and contributions of the local businesses and organizations listed below. Please show your appreciation to this year’s sponsors by patronizing their businesses and thanking them for supporting our community!

Gold Sparklers
★ Honda of El Cerrito, West Contra Costa Unified School District

Fireworks
★ The Whole 9

Sparklers
★ East Bay Sanitary, Mechanics Bank, Sierra Nevada Brewing Co., Maria-TinaVision

Blue Sponsor
★ Prospect Sierra School

White Sponsors

Red Sponsors
★ J C Armstrong, Doherty’s Truck & Auto Rental, El Cerrito Heating and Sheet Metal, Olivero Plumbing, Super 8, O’Reilly Auto Parts

Thanks also to Plaza Auto and many individual donors.