



CITY MANAGER WEEKLY UPDATE

For Week Ending November 8, 2013

Paul Eldredge, City Manager



ADMINISTRATION

Covered California Health Insurance

The Contra Costa County Library is presenting a class on Covered California health insurance. This free class, offered through the California Health Collaborative, is being hosted by the Brentwood Library at the Brentwood Community Center (35 Oak Street), Tuesday, November 12 at 4:00 p.m. For more information, please see the attached flyer.

Meet with Assemblyman Jim Frazier

Assemblyman Jim Frazier invites you to stop by Orwood Resort Restaurant on Saturday, November 9 between 1:00 p.m. and 3:00 p.m. to share your legislative ideas, questions and concerns. For more information, please call (925) 778-5790.

COMMUNITY DEVELOPMENT

Regional Collaboration

Staff attended two regional economic development events:

- On October 31, "EC2 – The Collaborative" at Byron Air Field, to discuss regional business development initiatives such as the planned CA-239 "Tri-Link" highway that would connect Brentwood to Tracy.
- On November 1, the annual meeting of the East Bay EDA.

General Plan Update

The public is invited to attend two upcoming open houses being held to obtain input and comments on the General Plan Update Working Group's proposed land use map.

- Thursday, November 14, 2013 from 6:00 p.m. to 7:30 p.m.
Community Center, 35 Oak Street
- Saturday, November 16, 2013 from 10:00 a.m. to 11:30 a.m.
Bristow Middle School Gymnasium, 855 Minnesota Avenue

For more information on the project, including future events, please visit the City's General Plan Update website at www.brentwood.generalplan.org or contact Erik Nolthenius at (925) 516-5405 or enolthenius@brentwoodca.gov.



CITY MANAGER WEEKLY UPDATE

For Week Ending November 8, 2013

Paul Eldredge, City Manager

New Economic Development Brochure

A new brochure (attached) has been produced that describes the City's Economic Development services to help small local businesses. The brochure will be sent to existing businesses, distributed at various City events and meetings, posted to the City's website, and it will also be distributed in partnership with the Chamber of Commerce.

Planning Commission

On November 5, the Planning Commission approved:

- A revised Design Review application to construct ten house plans and related improvements within the Hawthorne and Berkshire neighborhoods of the Barrington development.
- An amendment to a previously approved Design Review and Conditional Use Permit application for The Rock of Brentwood, an 11,237 square-foot church and daycare, including a multifunction gymnasium/sanctuary building, and a 3,915 square-foot parsonage.
- A Design Review application to introduce four plans with three elevations each for the El Sol neighborhood to be constructed on 49 lots within the approved Palmilla subdivision.

Outreach to Potential Industrial Businesses

As part of an ongoing effort to market Brentwood to office and industrial businesses, staff recently participated in the following events:

- On November 6, Industrial Asset Management Council (IAMC) Corporate Real Estate Meeting at the Lockheed Martin Facility in Sunnyvale, which allowed staff to network with key real estate professionals who are involved in locating facilities for major corporations.
- On November 1 and 2, Northern California Technology Training Conference at Laney College, which offered staff the opportunity to network with advanced manufacturing businesses and to discuss workforce training issues to increase the competitiveness of the region for attracting manufacturing jobs.

PARKS AND RECREATION

Liberty High School Public Art and Design Academy Project

The Liberty High School Public Art and Design Academy, formerly known as the Arts and Humanities Academy, presented to City Council several options for a mosaic mural to be placed on a City sound wall. Subsequently a Memorandum of Understanding for a specific theme was approved. A 7-foot tall by 140 feet in length mosaic mural titled "Sunflowers" will be located at the corner of Brentwood Boulevard and 2nd Street. The project is scheduled for completion by June of 2014. This is the third project that the graduating senior art students have provided for the City. The first two projects resulted in the mural located in the tunnel under Sand Creek Road adjacent to King Park and five utility boxes located in the downtown area.



Veterans Day Celebration

Please join us for the Veterans Day Celebration at Veterans Park on Monday, November 11, at 10:30 a.m. The celebration will begin with patriotic music performed by the Heritage High School Band, and guest singer Michelle Ernst. Guest speakers will include Mayor Robert Taylor and various dignitaries from the branches of our armed forces. The program will end with three rounds from Civil War period cannons saluting the brave men and women who have served in the military.

PUBLIC WORKS

MTC Grant for Rapid Flashing Beacons

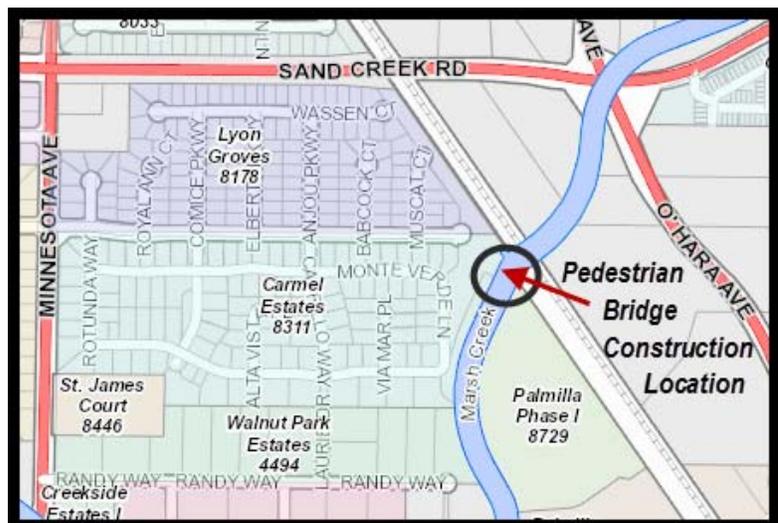
The City of Brentwood was awarded a grant in July by the Metropolitan Transportation Commission ("MTC") for the 2013/14 Transportation Development Act, Article 3 Program for funding in the amount of \$50,500. This grant funding is being used to purchase and install rectangular rapid flashing beacons at crosswalks on Brentwood Boulevard at Village Drive and at Maple Street; and on Walnut Boulevard at McClarren Road. The new beacons provide a brighter light during daytime hours to make drivers aware of pedestrians crossing and is more cost efficient to maintain in the future when compared to "in-pavement" pedestrian lights. The beacons are activated by use of a pushbutton, similar to a traffic signal.

The new beacons were recently delivered and will be installed using City forces. It is anticipated that the installation will occur by the end of this year.

Similar beacons have been installed on Dainty Avenue at the Marsh Creek regional trail crossing, Minnesota Avenue at Bristow Middle School, Foothill Drive near Krey Elementary School and on Grant Street between Minnesota Avenue and Fairview Avenue.

Marsh Creek Pedestrian Bridge

Construction will begin this weekend on a pedestrian bridge spanning Marsh Creek near the Carmel Estates project. This bridge is a requirement associated with the adjacent residential developments, and was reviewed in partnership with the East Bay Regional Park District. The initial phase of construction will be the excavation and construction of the bridge abutments along the top of the creek banks followed by the installation of the actual bridge at a later date. The Marsh Creek trail near this site (between O'Hara Avenue and Central Boulevard) will temporarily be closed during construction (approximately three weeks), and construction signage with contact information will be posted.

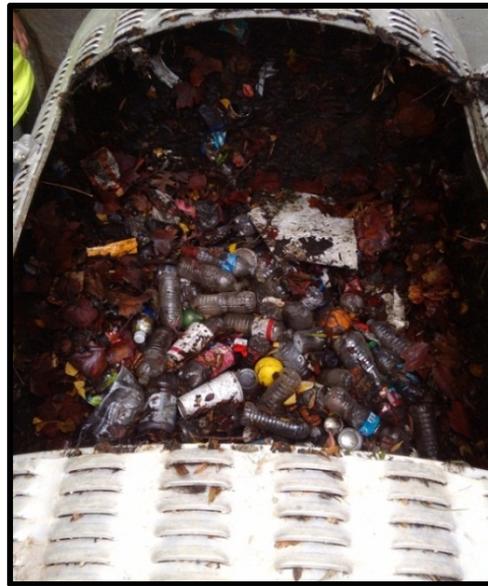


Storm Drain Trash Capture Devices

The City's storm drain water flows through a network of underground pipes and directly discharges to Marsh Creek. To help prevent garbage and debris from polluting Marsh Creek, the City has 16 trash capture devices located throughout the storm drain system that are designed to catch trash. These devices are cleaned and inspected regularly by City staff, especially in anticipation of the upcoming rainy season. Below are photos demonstrating the volume of trash these devices can trap:



Device located south of Sand Creek Road along Thompson Drive



Device capturing plastic bottles, toys, wrappers, paper and leaves

PG&E Pipeline Safety Enhancement Plan Update

As a part of PG&E's multi-year Pipeline Safety Enhancement Plan, PG&E is replacing an existing gas pipeline with a new 24-inch gas pipeline in Fairview Avenue. The new pipeline is now fully functional and operating under normal working pressures. PG&E is currently working on finishing the pavement and street repairs, temporary striping, traffic signal loops, and landscaping. The final slurry seal and permanent striping will be completed when warmer weather returns in spring next year. Traffic delays should generally be expected between the weekday hours of 7:30 a.m. and 5:30 p.m. For more information, please contact William Calvin of PG&E at (925) 421-5255. The latest traffic alert information associated with this work is available on the City's website by clicking on the following link: [Road Conditions](#).

City staff will continue coordinating with PG&E to ensure there are minimal impacts to the community and school traffic, and will be paying particular attention to the cumulative effects of these projects on traffic in the neighborhoods.

Distribution:

City Council
Planning Commission
Arts Commission
Park & Recreation Commission
Department Heads
Brentwood Press
Contra Costa Times

Got Health Insurance?

Did you know most people will be required to have health insurance in 2014?

Join us to get answers to your questions!

Learn about:

- The financial assistance that will be available for many people to buy health insurance
- New ways to shop for coverage

Brentwood Library

Date: Tuesday, November 12

Time: 4:00 p.m.

Location: Brentwood Community Center, 35 Oak St.

For more information contact:

Brentwood Library, (925) 516-5290

Oakley Library

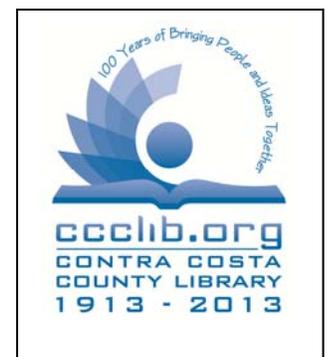
Date: Tuesday, November 12

Time: 6:30 p.m.

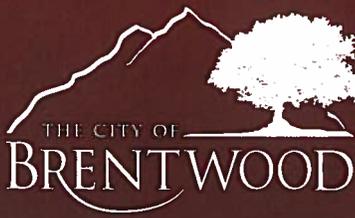
Location: 1050 Neroly Rd.

For more information contact:

Oakley Library, (925) 625-2400



This class is offered through the California Health Collaborative, a Certified Covered California Outreach and Education grantee entity.



Economic Development Services for Local Business

City of Brentwood Economic Development Team
(925.516.5405)

Alex Greenwood -- agreenwood@brentwoodca.gov

Kwame Reed -- kreed@brentwoodca.gov

Peggy Trudell -- ptrudell@brentwoodca.gov

www.businessinbrentwood.com

The City of Brentwood cares about your Business !

Brentwood's Economic Development team can work with you to help you solve complex business issues – from permits to finance to marketing to real estate – and link you to key services and business opportunities. See below to learn more about our services, or contact us at: (925) 516-5405 or visit: www.businessinbrentwood.com.

Financial Support

Economic Development staff can help you explore the best options for meeting your company's financial needs. We can also link you to tax incentives, tax credits, or other financial programs. We partner with several private and public lenders that offer low-interest loans, capital assistance, and other financial services.

These include:

- SBA and other loan programs.
- CalCAP – a State program that provides cash to cover collateral shortfalls.
- Industrial Development Bonds.
- Other financing tools, such as various microloan funds.



Marketing Assistance

The City offers grants to local businesses to help fund advertising, local events, and other marketing activities to help draw shoppers and visitors to Brentwood and to strengthen the local business climate.

The City continues to promote its Shop Brentwood Campaign...to educate residents and visitors of the importance of patronizing local businesses.

Business Networking

The City can help link your business to customers and business partners through a variety of ongoing initiatives. The City participates in several regional economic development groups, including: i-GATE, East Bay EDA, EC2, and the East Bay Leadership Council.

Business Support Services

The City has a dynamic economic development team that is ready to assist businesses during the planning, permitting, construction, and opening of a new or expanding business. We serve as a resource to small businesses, providing free consulting services, as well as information on City policies, projects and other data.

Support for Entrepreneurs and New Business Ventures



The City has several programs designed to build and grow the community of local entrepreneurs in

Brentwood. The City sponsors a series of seminars and networking events – working in partnership with the Contra Costa Small Business Development Center, Workforce Development Board, Community College District, and others – in order to share best practices and to assist entrepreneurs in addressing their business planning, marketing, management, and financing needs.

Analysis & Technical Support

City staff track economic and real estate issues at the local and regional level, including: demographics, retail sales, employment data, construction activity, lease & vacancy rates, and other trends – and this analysis is made available for free to local businesses, to assist with their planning, marketing, and business decisions.

Real Estate Services

Staff can work personally with you to help identify the right real estate solution for your business. The City's economic development website includes a "Property Locator" that provides a free, convenient way to search for available space in Brentwood.

Partnerships with Local Businesses

It is important for the City to maintain close, trusting long-term relationships with local companies. The City has a program where City officials meet on-site with local businesses. This allows the City to improve communications, identify potential issues and opportunities, and explore ways that the City can assist these businesses. In addition, the City actively participates with the Chamber of Commerce and other local business groups, and helps to support a wide range of business events and community building activities.

Land-Use and Zoning Assistance

The City has an ongoing commitment to modernizing and streamlining its land use policies, in order to set the stage for development. The City recently approved a strategic plan for the Brentwood Boulevard

neighborhood, and is now in the process of updating the City's General Plan.

Expediting Permits

Customer service is the priority that guides and shapes all City operations. Brentwood's new Civic Center features a state-of-the-art permit center that is fully staffed and open 45 hours per week. City staff work together collaboratively to get businesses through the permit process as fast as possible. The City continues to streamline regulations, coordinate with other permitting agencies and improve efficiency using new technology, such as electronic plan check.



The Economic Development Division assists a wide variety of local businesses...

"The City helped us expand into a new building and they helped link us to State financial incentives."

Raymond Rodda, Rodda Solar & Electric

"My start-up got a big boost from the City's business training and networking services."

Yvette Hassan, Technically Speaking Academy

"The City has been very encouraging and helpful to our business, assisting us with our signage and marketing."

Rob Brandt, Bill Brandt Ford

"Our company has really benefited from several press articles and public events initiated by the City."

Bob Skidmore, Halt Medical

Helpful Government Contacts

The City of Brentwood wants to make your development and permit process as easy as possible. To start the process, please contact either the Planning Department (ask for the "planner on duty") or contact Economic Development staff at 925.516.5405 or www.businessinbrentwood.com

Building Permits

City of Brentwood – Neighborhood Services
925-516-5405
kgargalikis@brentwoodca.gov

Business Licenses

City of Brentwood - Finance Department
925-516-5480
dept-finance@brentwoodca.gov

California ABC (Liquor)

510-622-4970
oak.direct@abc.ca.gov

Cable/TV (Comcast)

800-266-2278
dan_schuchardt@cable.comcast.com

Contra Costa County Fire Protection

925-941-3671
vphan@cccfd.org

Development Engineering

City of Brentwood – Public Works Department
925-516-5420
hsilfies@brentwoodca.gov

Drainage Fees

Contra Costa County
925-646-1269

East Contra Costa Irrigation District

925-634-3544

Economic Development

City of Brentwood – Community Development
925-516-5405
Alex Greenwood – Economic Development Manager
agreenwood@brentwoodca.gov

Electric/Gas Service

Pacific Gas & Electric
877-743-7782

Contra Costa Environmental Health

925-692-2539
rgribben@hsd.cccounty.us

Planning/Zoning

City of Brentwood – Community Development
925-516-5405
enolthenius@brentwoodca.gov

Schools

Brentwood Union School District: 925-513-6323
Liberty Union High School District: 925-634-2166

Solid Waste

City of Brentwood - Public Works Department
925-516-6090
gparenti@brentwoodca.gov

Telephone (AT&T)

New/Remodel Buildings:
925-867-8110
Tracts: 925-823-8598
Special Projects (Right of Way/Aerial to underground):
925-823-2446

Utility Billing

City of Brentwood – Finance Department
150 City Park Way, Brentwood, CA 94513
925-516-5415
dept-finance@brentwoodca.gov

Water & Sewer Connections

City of Brentwood – Public Works Department
925-516-5420
hsilfies@brentwoodca.gov