



CITY MANAGER WEEKLY UPDATE

For Week Ending August 15, 2014

Steven M. Salomon, Interim City Manager



CITY ADMINISTRATION

Congressman McNerney Announces Mobile Office Hours in Brentwood

Please see the attached flyer regarding new hours for Congressman McNerney.

City Blood Challenge 2014

The City of Brentwood will be participating in the American Red Cross City Blood Challenge 2014—a “spirited” summer blood drive competition between the cities in Northern California. The City of Brentwood will be hosting its blood drive on Thursday, August 21st from 9:00 a.m. – 3:00 p.m. at the Brentwood Community Center (35 Oak Street). This blood drive is open to the public. The typical appointment lasts approximately an hour. Double Red Cell Donation appointments are also available; where a special machine is used to allow you to safely donate two units of red blood cells during one donation while returning your plasma and platelets to you. This process takes approximately a half hour longer.



There is an urgent need for donors. American Red Cross reports there is currently a shortfall in donations with about 80,000 fewer donations than expected since May. If interested in making an appointment for August 21st log on to www.redcrossblood.org or call 1-800-RED CROSS (1-800-733-2767). See attached flyer for additional information.

COMMUNITY DEVELOPMENT

Brentwood Lifestyle Video

An exciting three-minute video has been produced highlighting Brentwood’s outstanding quality of life. The video was produced through a public-private partnership between Trilogy at the Vineyards, which produced the video, and the City of Brentwood, which funded \$10,000 (about 20% of the total video costs) through the Economic Development Grant Program. The video will be used as part of marketing efforts by both Trilogy and the City. For example, Economic Development staff will be able to use the video to help market Brentwood to prospective businesses and developers. The video has been posted to the City’s website and is available for viewing [here](#).

Downtown Façade Improvement Program

The City recently launched a façade improvement grant program for Downtown Brentwood. Under this program, qualifying Downtown businesses or property owners can receive a grant to partially offset the costs for new signage, exterior painting, awnings, or other storefront improvements. Grants can cover 100% of the first \$2,500 of eligible project costs plus two-thirds (67%) of eligible project costs in excess of \$2,500 (up to a maximum grant amount of \$20,000). However, during this first year of the program, funding is extremely limited – with a total of \$5,000 available for grants on a first-come, first-served basis. The program is funded by the City's Economic Development Grant Program. To learn more about the program, Downtown businesses and property owners are encouraged to contact Peggy Trudell, Economic Development Division, at (925) 516-5187 or ptrudell@brentwoodca.gov. In addition, the City's website includes a [brochure](#) describing the program as well as the [application](#).

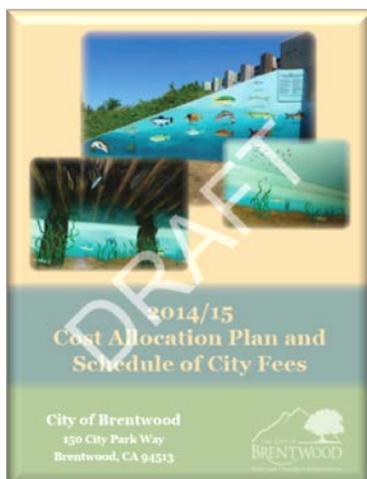
Property Locator Tool

The Economic Development team is pleased to announce the Property Locator Tool on the City's website is updated and improved. The [Find Available Properties](#) link on the Economic Development web page has been a valuable tool for staff, brokers, property owners and business owners. This program gives property owners, business owners and brokers the ability to search properties in the City of Brentwood for their real estate needs. Anyone seeking to purchase, lease or sell property can search the system by selecting specific criteria.

Over the past few months, City staff has been working to standardize the data and output functions of the property locator program. The most notable change is linking every property to its brokerage house website. This can be found under the *More Information* link within the individual property record. Moving forward, the City will continually make improvements to the system to ensure it is user-friendly. For more information please contact Kwame Reed, kreed@brentwoodca.gov

FINANCE AND INFORMATION SYSTEMS

2014/15 Cost Allocation Plan and Schedule of City Fees



On an annual basis the City publishes a Cost Allocation Plan that lists all of the fees and rates charged for services offered by the City. These fees include utility charges, development fees and parks and recreation fees. The fees do not exceed the cost of providing the service and allow the City to recover its costs. The 2014/15 Cost Allocation Plan was approved by City Council on August 12th.

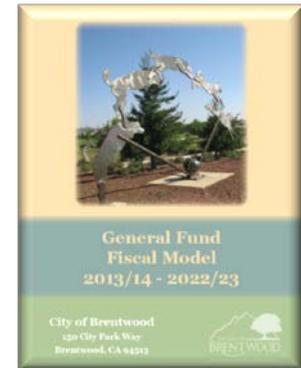
General Fund Fiscal Model 2013/14 – 2022/23

On August 12th, the 2013/14 – 2022/23 General Fund Fiscal Model was presented to the City Council. The Fiscal Model is published on an annual basis and is used to help ensure that the City has a financially stable future. The City Council can utilize the Fiscal Model to help determine the financial feasibility of goals they may wish to adopt. The Fiscal Model can also assist

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in identifying potential long-term budgetary concerns with enough advance warning for practical solutions to be developed.

The recent increases in property values in the City have improved the outlook of the Fiscal Model. Although the shortfalls identified in previous years have been significantly reduced, continued fiscal caution is warranted. While we are seeing an improving economy, we must remain prepared for the possibility that the economy may slow down and the City could quickly find itself in a significant deficit spending scenario. Additional concerns include the risk of continued State takeaways, upcoming pension and retiree medical cost increases and a significant funding gap in the City's capital improvement project plans as a result of a loss of Redevelopment funds.



Ensuring the continued availability of the financial resources necessary to provide our residents with excellent service remains one of our foremost priorities. For more information please contact Finance and Information Systems at (925) 516-5460, or you may view the 2013/14 – 2022/23 General Fund Fiscal Model by following this link: <http://www.brentwoodca.gov/civicax/filebank/blobdload.aspx?BlobID=26287>

PARKS AND RECREATION

Starry Nights Concert Series

The Starry Nights in Brentwood Summer Concerts continues with a performance by Down North on August 15th. Starry Nights is an annual summer-time series of concerts held Friday evenings at 7:00 p.m. in City Park (710 Second Street). Please see the attached schedule for details, and for more information, call Parks and Recreation at (925) 516-5444.

Future Deer Valley Regional Park

The East Bay Regional Park District (EBRPD) announced in July two substantial land purchases: the 960-acre Dainty Ranch and the adjacent 1,885-acre Roddy Ranch, which will encompass three valleys and ridges. This provides the potential to create the body of the future Deer Valley Regional Park, as envisioned by the District's 2013 Master Plan.

The new additions to the District will provide opportunities for new trail connections between Black Diamond Mines and Round Valley regional parks. According to EBRPD, "along with other property owned by the Contra Costa County Water District and the unopened Marsh Creek State Park, these acquisitions will create a circle of public property connecting the northerly side of Mount Diablo State Park to the southeasterly side adjacent to the Morgan Territory Regional Preserve."

Before the land will be open to the public, the District will conduct environmental studies and create the Land Use Plan for the future Regional Park. The District considers this an important first step for the future Deer Valley Regional Park.

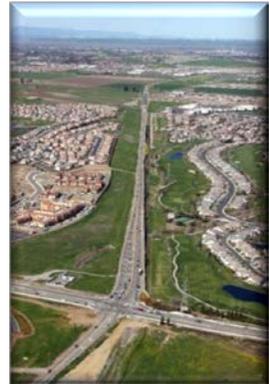
For more information, you can visit the EBRPD website at: <http://www.ebparks.org/>.

PUBLIC WORKS

Update on Highway 4 Improvements

Work is continuing on CA-4, with construction being completed in stages. In August 2013, the first of two bridges was completed for the Sand Creek Road Interchange; and the second bridge will be completed by the end of 2014.

The Balfour Road Interchange has received funding to complete four-lane widening from Sand Creek Road to Balfour Road and eliminate the signalized intersection. The project is currently under design with construction estimated to begin in 2015. For more information, please visit: <http://4eastcounty.org/>.



City Council Adopts Water Shortage Contingency Plan – Stage II

In response to the State-wide drought regulations, the City adopted a Resolution at the August 12th, City Council meeting, which requests a voluntary 20 percent water use reduction from City water service customers, implements Stage II of the City's Water Shortage Contingency Plan and prohibits the following activities in the promotion of water conservation:

- 1) The application of potable water to outdoor landscapes in a manner that causes runoff such that water flows onto adjacent property, non-irrigated areas, private and public walkways, roadways, parking lots, or structures.
- 2) The use of a hose that dispenses potable water to wash a motor vehicle, except where the hose is fitted with a shut-off nozzle or device attached to it that causes it to cease dispensing water immediately when not in use.
- 3) The application of potable water to driveways and sidewalks.
- 4) The use of potable water in a fountain or other decorative water feature, except where the water is part of a recirculating system.
- 5) Irrigation with City-provided potable water is prohibited between 8:00 a.m. and 7:00 p.m. daily.



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The City will primarily be enforcing these prohibited activities through public outreach and education such as a press release, direct mail flyers, bill messages and the City website. A door tag is also being prepared, which will be distributed as a friendly reminder to residents of reported water waste.

The City will also be focusing on complying with these restrictions. In an effort to conserve water, many City areas such as green belts, median strips and parks are irrigated with non-potable/recycled water, which is not subject to the new State regulations. New large purple “recycled water” signs will be hung near these areas explaining the beneficial use of recycled water.

Landscape Improvements

Brentwood Boulevard Median – Construction of a new median with landscaping is continuing along Brentwood Boulevard between Grant Street and Lone Tree Way as shown in the photo below.

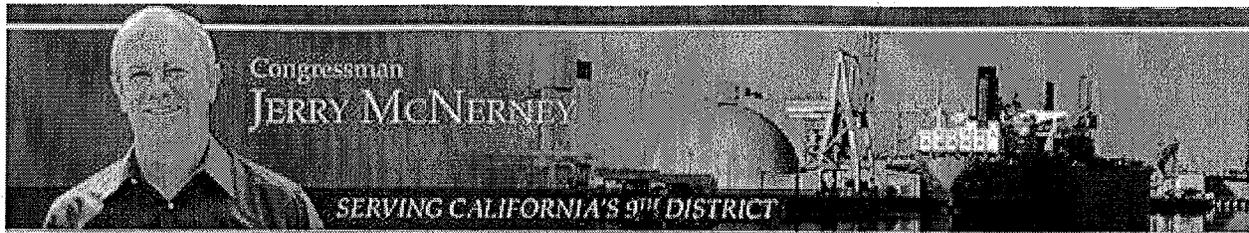


Brentwood Blvd. between Hanson Lane and Homecoming Way looking north.

Sand Creek Road Median – The contractor is installing the non-potable irrigation system in the median on Sand Creek Road, which is east of State Route 4 and adjacent to The Streets of Brentwood shopping center, as shown in the photo below.



Sand Creek Road looking west.
(East of State Route 4 and adjacent to The Streets
of Brentwood.)



For Immediate Release
August 4, 2014

CONGRESSMAN MCNERNEY ANNOUNCES MOBILE OFFICE HOURS IN BRENTWOOD

Washington, D.C. – Congressman Jerry McNerney (CA-09) announced today that his staff will be available for meetings with constituents in Brentwood each month, starting this coming Wednesday, August 6th from 10am to 12pm at Brentwood City Hall, located at 150 City Park Way, 2nd Floor, in Brentwood. Staff will be available again at the same time and location on Friday, September 5th and Wednesday, October 8th.

“I encourage folks to come to Brentwood City Hall during these mobile office hours,” said Rep. McNerney. “I’ve got a great staff who are ready to help out with any federal issues you might be having. Or just stop by to introduce yourself and let them tell you a little more about what my office can do for you.”

Here are the details for the events:

Rep. Jerry McNerney Brentwood Mobile Office Hours

Thursday August 6th
10am to 12pm

Friday, September 5th
10am to 12pm

Wednesday, October 8th
10am to 12pm

Brentwood City Hall
150 City Park Way, 2nd Floor
Brentwood, CA 94513

American Red Cross

Blood Drive



City of Brentwood Blood Drive

Located in the Brentwood Community Center

35 Oak Street - Brentwood

Thursday, August 21, 2014

9:00 a.m. – 3:00 p.m.

To schedule your appointment or for more information contact **1-800-REDCROSS** (1-800-733-2767) or log on to redcrossblood.org and enter the **sponsor code: Brentwood**.

If you have any questions regarding your eligibility to donate blood, please call 1-866-236-3276.

Donors are needed every day. Do not wait to help save a life.



redcrossblood.org | **1-800-RED CROSS**
(1-800-733-2767)



Use your smartphone to scan the QR code at left, or go to



redcrossblood.org/social
to follow us on Facebook and Twitter.

Identification is required to donate.

City of Brentwood presents

Starry Nights in Brentwood

Summer Concert Series 2014

June 13
Cocktail Monkeys

Rock/Pop/R&B

June 20
Hot Rods Band

Oldies 50's & 60's

June 27
Staci Frenes Band

Acoustic Pop/Folk

July 18
Blues Healers

Blues & Rock

July 25
Project 4 Band

Top 40's, R&B, Latin,

August 8
The Shawna Lynn Band

Country/Rock

August 1
The Citations

Blues/Blues Rock

August 15
Down North

Soul/Punk

August 22*
Jungle Joe & Alphabet Rockers

Children's Concert & Play Day!

City Park 7:00pm

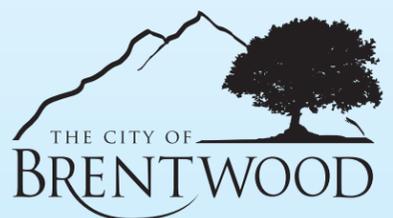
"Fan" Sponsors



SILKY SAHNAN
ATTORNEY AT LAW



All patrons are asked to follow park rules before, during and after the concerts. No glass containers, No audio video recording devices.



*August 22 Children's Concert begins at 6:30pm.
Paid advertisement. To place an ad call (925) 516-5444.