



Mayor and Members of the City Council:

This is the weekly report for the week ending September 5<sup>th</sup>, 2014.

### 1. Meeting Notes

The next City Council meeting is currently scheduled for Tuesday, September 16<sup>th</sup>.

### 2. City Offices Closed in Observance of Admission Day

City of Richmond City Hall and other City Offices will be closed on Tuesday, September 9<sup>th</sup> in observance of Admission Day, and will reopen on Wednesday, September 10<sup>th</sup>.

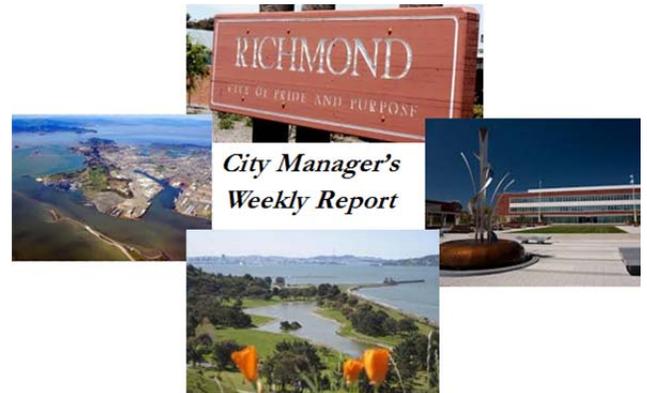
As a reminder for this holiday observance, Admission Day is when California became the 31<sup>st</sup> state on September 9, 1850. More information can be found at: [http://www.parks.ca.gov/?page\\_id=23856](http://www.parks.ca.gov/?page_id=23856).

### 3. Measure U Community Meetings

Upcoming on the November 4<sup>th</sup> ballot, registered Richmond voters will be asked to vote on Measure U, a one-half cent sales tax. If approved, the additional revenue generated by Measure U will maintain and enhance essential city services, such as public safety, public health and wellness programs, city youth programs, and street paving. Information about Measure U can be found on the City's website at [www.ci.richmond.ca.us/Finance/MeasureU](http://www.ci.richmond.ca.us/Finance/MeasureU).

Several informational meetings are planned for both the public as well as community organizations, where City Staff will present information and answer questions regarding Measure U. Upcoming meetings open to the public are as follows:

- September 11<sup>th</sup> at 7:00 PM  
Richmond City Council Chambers  
440 Civic Center Plaza  
Richmond, CA 94804



- September 18<sup>th</sup> at 7:00 PM  
Booker T. Anderson Community Center  
960 South 47<sup>th</sup> Street  
Richmond, CA 94804
- October 1<sup>st</sup> at 7:00 PM  
Recreation Complex  
3230 Macdonald Avenue  
Richmond, CA 94804
- October 9<sup>th</sup> at 7:00 PM  
Hilltop Mall Community Room  
2200 Hilltop Mall Road 2<sup>nd</sup> Floor  
Richmond, CA 94806  
(Door entrance between JCPenney and Police Department Substation)

City of Richmond Measure U

**What is Measure U?**  
A one-half cent sales tax to maintain and enhance essential city services, such as public safety, public health and wellness programs, city youth programs and street paving.

**As a Richmond Resident, how much will this cost me?**  
The average amount paid per Richmond resident per month would be \$2.93.

**How can I get more information?**  
You can attend any one of the four informational meetings listed on the back of this flyer or call 510-620-6741.

**The City of Richmond's**  
**MEASURE**  
**1/2 Cent Sales Tax Measure**



City of Richmond Measure U Informational Meetings

**September 11, 2014 at 7:00pm**  
Richmond City Council Chambers  
440 Civic Center Plaza  
Richmond, CA 94804

**September 18, 2014 at 7:00pm**  
Booker T. Anderson Community Center  
960 South 47th Street  
Richmond, CA 94804

**October 1, 2014 at 7:00pm**  
Recreation Complex  
3230 Macdonald Avenue  
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**October 9, 2014 at 7:00pm**  
Hilltop Mall Community Room  
2200 Hilltop Mall Road 2nd Floor  
Richmond, CA 94806  
(Door entrance between JCPenney and Police Department Substation)

**The City of Richmond's**  
**MEASURE**  
**1/2 Cent Sales Tax Measure**

For More Information Visit  
[www.ci.richmond.ca.us](http://www.ci.richmond.ca.us)  
or call 510-620-6741



Medida U de la Ciudad de Richmond

**¿Qué es la Medida U?**  
Es un impuesto de medio centavo sobre las ventas que ayudará a mejorar y mantener servicios municipales como seguridad pública, programas de salud y bienestar, programas para jóvenes y pavimentación de las calles.

**Como residente de Richmond, ¿cuánto me costaría?**  
El promedio pagado por residente de Richmond sería \$2.93 por mes.

**¿Cómo puedo conseguir más información?**  
Puede asistir a cualquiera de las 4 juntas informativas que están listadas al reverso de este boletín o llame al 510-620-6741.

**The City of Richmond's**  
**MEASURE**  
**1/2 Cent Sales Tax Measure**



Ciudad de Richmond Juntas Informativas Medida U

**11 de Septiembre a las 7:00pm**  
Richmond City Council Chambers  
440 Civic Center Plaza  
Richmond, CA 94804

**18 de Septiembre a las 7:00pm**  
Booker T. Anderson Community Center  
960 South 47th Street  
Richmond, CA 94804

**1 de Octubre a las 7:00pm**  
Recreation Complex  
3230 Macdonald Avenue  
Richmond, CA 94804

**9 de Octubre a las 7:00pm**  
Hilltop Mall Community Room  
2200 Hilltop Mall Road 2nd Floor  
Richmond, CA 94806  
(Por la entrada que esta entre JC Penney y la Subestación del Departamento de Policía de Richmond)

**The City of Richmond's**  
**MEASURE**  
**1/2 Cent Sales Tax Measure**

Para Más Información Visite  
[www.ci.richmond.ca.us](http://www.ci.richmond.ca.us)  
o llame al 510-620-6741



#### 4. Help Rebuild Parchester Park

We are less than two months away from rebuilding Parchester Village Park and we need your help! There are four ways you can contribute to the Parchester Park Project which are listed below.

- Volunteer on Build Day: Saturday, October 25<sup>th</sup> (all ages and skills welcome);
- Contribute a donation to the project from the wish list;
- Donate a monetary gift;
- Purchase the shoe “Petal” from Livie & Luca shoe company. (Livie and Luca are proud sponsors of the park project and 100% of the proceeds support the project.)

To sign up or for more details visit our webpage at:

[www.ci.richmond.ca.us/parchesterparkproject](http://www.ci.richmond.ca.us/parchesterparkproject)



<https://www.facebook.com/RichmondEH>



[https://twitter.com/Richmond\\_EH](https://twitter.com/Richmond_EH)

We hope to see you there!



#### 5. “Getting Ready for College Conference” on September 27<sup>th</sup>

On Saturday, September 27<sup>th</sup>, at De Anza High School, the West County Ed Fund is sponsoring the “Getting Ready for College Conference” to provide both students and parents with the tools and resources they will need to apply to college, and to answer any questions on a variety of subjects. Topics will include funding and how to pay for college, admission requirements, the application process, and the different types of college options available to students. The workshop is free and all current

10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> graders and their parents are encouraged to attend. You can register for the event and find out more information at [www.edfundwest.org/grfcc](http://www.edfundwest.org/grfcc).

**Getting Ready for College Conference**  
Saturday, September 27, 2014 9am-1:30pm  
Pe Anza High School  
5000 Valley View Rd.  
El Sobrante, CA 94803

**FREE Event!**

Presented By: West County College Access Network

Study Smart Tutors  
The Road to Success

Application Personal Statement  
**Fee Waivers**  
**Applications**  
Admission Requirements  
Personal Statement  
SAT/ACT

WRITER COACH CONNECTION  
Because Kids Write Our Future!

Private College  
Community College  
**College Systems**  
Applications  
Trade School  
Requirements

FAFSA  
Work Study  
College Costs  
Private Act  
FAFSA  
Scholarships  
College Costs

eAOP

Sponsored By:  
**edFUND**

WEST CONTRA COLLEGE  
UNIFIED SCHOOL DISTRICT

college Resources • Parent Workshops • college Workshops • Raffle Prizes and More!  
Register at [EDFundWest.org/GRFCC](http://EDFundWest.org/GRFCC) • For 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> Graders and Parents

**6. Good Garbage News: New Trash Service - On-Call Bulky Item Service for Residents**

Starting September 1<sup>st</sup>, residential customers with single-family and duplex accounts will have an option to request annual bulky item service at no-cost. Residents should call Richmond Sanitary Service (RSS) customer service at (510) 262-7100 in advance to schedule a free pick-up of up to three (3) bulky items. RSS customer service representatives will provide participation guidelines and instructions to participate in the bulky item program. Regularly accepted items include:

- Appliances such as a washing machine, clothes dryer, dishwasher, refrigerator, freezer;
- Mattress & box springs (a matched set of mattress and box springs counts as one item);
- Furniture such as a sofa, loveseat, large chair, televisions, dining set or lawn furniture (a dining or lawn furniture set of table and chairs counts as one time);
- Equally sized items such as a water heater, barbeque, exercise equipment or four tires (four tires count as one item).

Please note that items weighing in excess of 200 lbs. are not accepted under the free program. Residents may have a pick-up scheduled for heavier items at an additional cost. Residents may also substitute one (1) bulky item for up to five (5) E-waste (electronic waste) items such as computer monitors, microwaves, computers, or similar sized E-waste items.

The Richmond City Council approved the bulky item service enhancement at the July 29<sup>th</sup> City Council meeting. City staff is currently developing outreach materials with RSS that will be mailed to all residents this fall. Each year, residents will receive annual participation guidelines, and two annual reminders.

## **7. City Manager Chronicles**

I have listed below some of the topics for meetings that I have recently attended in the hope that it provides an idea of the varied issues with which our organization deals routinely.

Activities and meeting topics during the past week included:

- Provided a general update on activities in Richmond to several fire department shifts of employees (a repeat of the City employee “all hands” meetings);
- Heard a presentation from Contra Costa Transportation Authority staff members regarding the 2014 Countywide Comprehensive Transportation Plan;
- Attended the quarterly city staff Emergency Operations Center task force meeting, at which there was discussion regarding what can be learned from the recent Napa earthquake in terms of emergency response;
- Attended the Parks and Recreation Commission meeting and made presentations regarding Measure U, the one-half cent sales tax proposal, and regarding “the future of recreation in Richmond;”
- Met with Housing and Finance staff to review HUD compliance issues and related program activities;
- Met, together with various City staff, with staff from the Department of Toxic Substances Control (DTSC) to receive a status report, and to discuss specific actions, relating to a specific enforcement action that they are undertaking;
- Attended the quarterly meeting of the City of Richmond/East Bay Regional Park District liaison committee.

These meetings were in addition to attending the regular management staff meeting, agenda planning, reviewing staff reports to the City Council, doing department head “check-ins,” having discussions on various personnel matters, and having short discussions with staff, community members, members of the press, etc.

Please feel free to contact me if you have any questions about the substance of these or any other topics.

## **8. Officer Bradley A., Moody Memorial Underpass Project**

The Bradley A. Moody Memorial Underpass Project involves the construction of a roadway underpass on Marina Bay Parkway between Meeker Avenue and Regatta Boulevard, and is intended to resolve long-standing access limitations to the Marina Bay area caused by frequent train crossings. In early September 2013, Marina Bay Parkway was closed to traffic. This closure is planned to remain in place until early May 2015.

During the week of September 1<sup>st</sup>, waterproofing installation and retaining wall rebar and formwork continued, and forms were stripped from the pump station walls already poured. Additionally, the bottom two layers of roadway section (permeable material and base rock) were installed at the Jetty/Pierson intersection with Marina Bay Parkway.

For the week of September 8<sup>th</sup>, waterproofing and retaining wall rebar and formwork will continue, and the first retaining wall pour is scheduled for early in the week, for a 45 foot section of wall along the east side of Marina Bay Parkway, north of the railroad bridge. Work on the Jetty/Pierson intersection roadway section will also continue.

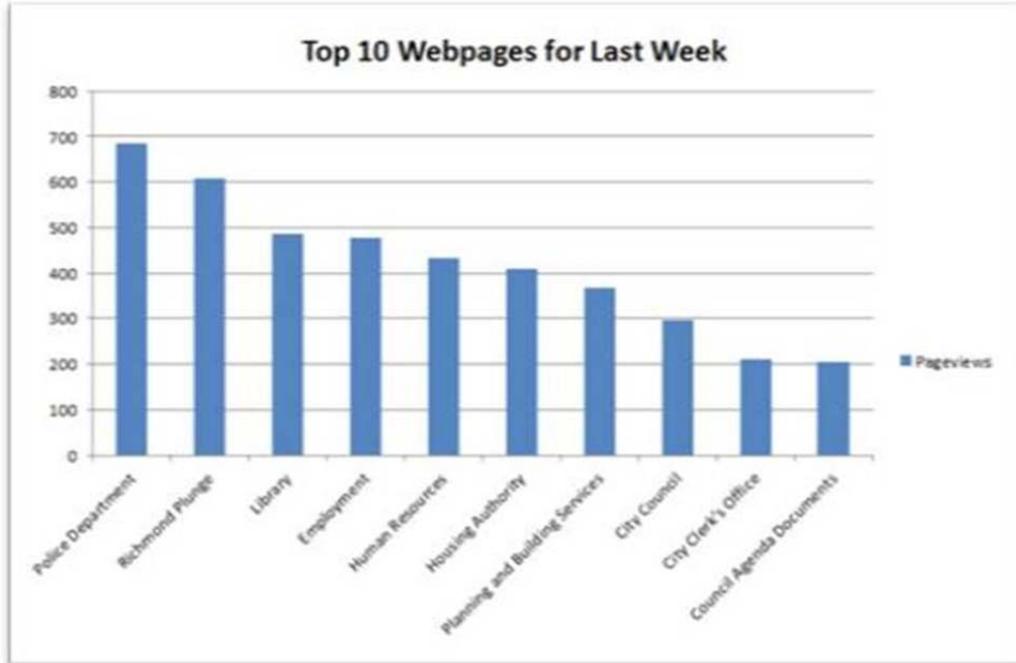
For additional information and to be added to the project update contact list, please see the project website at [www.moodyup.com](http://www.moodyup.com). You can also follow the project on twitter: @moodyunderpass, or contact the project’s public outreach coordinator Jacqueline Majors at (925) 949-6196.

## **9. Information Technology (IT) Department Updates**

### **Facebook Statistics**

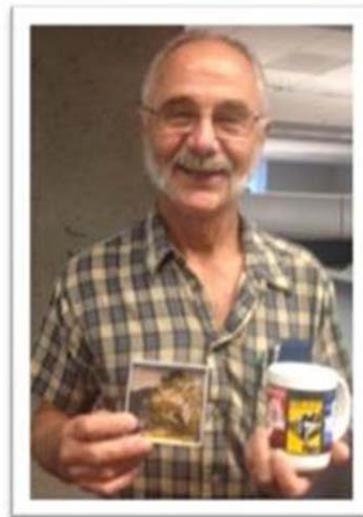
New Likes	Increased by 25.3%
Weekly Total Reach	Increased by 54.6%
People Engaged	Increased by 63.2%

### **Top 10 webpages for the last week**



**Throwback Thursday Trivia Winner:**

Congratulations to Donald Bastin, our first Throwback Thursday Facebook winner, who made the following comment on the picture below: *This is Richmond's third city hall, opened in 1917 and donated to the City by John Nicholl. It was located on the corner of 25th and Nevin, where the auditorium is today. It was torn down in 1949.*





Donald Bastin - Featuring Richmond California History – City of Richmond City Hall

## KCRT

### Datanet images of the week

**Chinese Whispers**  
Bay Chronicles

**"Chinese Whispers: Bay Chronicles" retraces the forgotten history of Chinese shrimp fishing in San Francisco Bay.**

Tour the Grace Quan (a 43-foot replica of a 19th century Chinese shrimp junk) and learn about Chinese shrimp fishing history in Richmond.

The graphic features a collage of historical images at the top, including a traditional Chinese junk boat, a person on a boat, and a historical street scene. The text is presented in a clean, sans-serif font against a dark background.



**10. LEAP's 30 Year Anniversary Celebration**

What do America Ferrera, Video Music Awards, TED, and Alex Trebek of Jeopardy have in common? Find out by joining LEAP on September 21<sup>st</sup> in a community celebration from 12:30 PM – 400 PM at 440 Civic Center Plaza.

## **11. Food Justice Film Series**

Join the Richmond Food Policy Council for an engaging evening of film and food, conversation and community!

When: Thursday, September 11<sup>th</sup>, 6:00 PM

Where: Building Blocks for Kids (BBK) Collaborative at 310 9<sup>th</sup> Street (9<sup>th</sup> and Macdonald)

*Unnatural Causes* is a compelling PBS documentary exploring how inequality is making us sick, why our zip code predicts health outcomes, and what happens to the health of Latino immigrants.

Delicious food generously provided by FUSION LATINA, a Richmond based Latina cooperative.

All are welcome! A \$5 dinner donation is appreciated.

For more information, contact [Lisa@RichmondFoodPolicyCouncil.org](mailto:Lisa@RichmondFoodPolicyCouncil.org) or visit <https://www.facebook.com/groups/richmondfoodpolicycouncil/>.

**RICHMOND FOOD POLICY COUNCIL**

**Food Justice Film Series**



**Come out for a cutting edge Food Justice documentary, food & discussion**

**View the trailer & find out more!**



**@RichmondFood**



**/RichmondFoodPolicyCouncil**

**Thursday, September 11**

**6:00 pm**

**@ BBK Building**

**Building Blocks for Kids  
310 9th St. (9th & Macdonald)**

Hear directly from the Asian Pacific Environmental Network (APEN), a local community organization featured in the film!

Food provided by FUSION LATINA, a Richmond based Latina cooperative | Event is free | \$5 donation requested

**12. Public Works Updates**

The Facilities Maintenance and Parks Divisions of Public Works department worked together on the installation of the new restroom at Marina Park. There are some last minute touches but it will be available for use soon.



Marina Park Restroom Delivery

Facilities Maintenance Division: Carpenters replaced the broken window at 450 Civic Center Plaza, modified work stations in the Planning Department, and installed new signs at the Parchester Community Center.

Painters applied a clear coat to the capinest for the Main Library break room and another coat of paint to the kitchen walls of the Main Library.

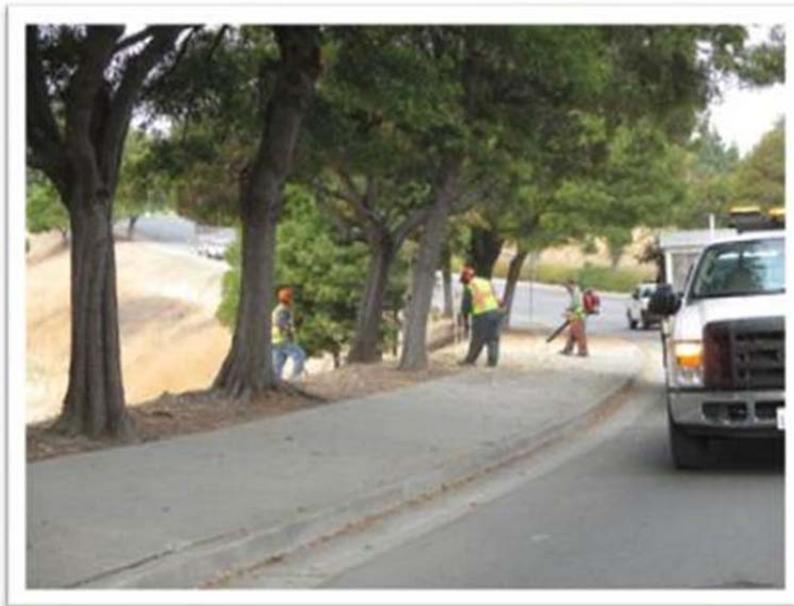
Stationary Engineers completed preventative maintenance on the Heating Ventilation and Air Conditioning (HVAC) unit of the R-Transit building, replaced the dishwasher at Fire Station #61, and repaired a heater at the Corporation Yard.

Electricians continued with the Richmond Parkway Street Light repair project, replaced stolen wire on San Pablo Avenue from McBryde to Esmond Avenue, replaced the red light at Richmond Parkway and Goodrick Avenue, repaired a knocked-down light at Marina Bay Parkway and Regatta Boulevard, built replacement heads for two knock-downed lights, and provided electrical support for the Marina Green Restroom installation.



Marina Bay Parkway and Regatta Boulevard Knockdown Repair

Parks and Landscaping Division: Crews continued weed abatement along the Richmond Parkway, continued with the rehabilitation of Shield Reid Park, removed shrubs from Parchester Park, placed mosaic refuse can near the Richmond Plunge, completed fence repair at Boorman Park, placed the restroom at Marina Park, and removed graffiti at Lucas Park.



Richmond Parkway Maintenance

Tree Crews cut or trimmed trees on Florida Avenue, South 3<sup>rd</sup> Street, Roosevelt Avenue, West Macdonald Avenue, and Belding Garcia Park.

Streets Division: Staff ground and paved the Parchester Park paths, installed 2 speed bumps on Sonoma Avenue, as well as worked from the outstanding pothole and sidewalk list.



Paving of the Parchester Park Paths

Street sweeping performed commercial and residential sweeping services for the first Monday through Friday in the Parchester Village, Hilltop Bayview, Hilltop Green, Fairmede/Hilltop, Carriage Hills North Side, El Sobrante Hills, Greenbriar, Hansford Heights, Via Verde San Pablo Dam Road, Bristole Cone, May Valley, Vista View, and Clinton Hill I neighborhood council areas.

Signs and Lines staff fabricated 4 new signs, created 30 decals for City equipment, installed 8 new signs and poles, repaired 11 signs and poles, installed 9 pavement markings, and painted 452 feet of curbs.

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*Feel free to contact me if you have any questions or comments about these or any other items of interest to you.*

Bill Lindsay  
City Manager  
City of Richmond  
450 Civic Center Plaza  
Richmond, California 94804  
(510) 620-6512  
[Bill\\_lindsay@ci.richmond.ca.us](mailto:Bill_lindsay@ci.richmond.ca.us)

You can sign up to receive the City Manager's weekly report and other information from the City of Richmond by visiting: [www.ci.richmond.ca.us/list.aspx](http://www.ci.richmond.ca.us/list.aspx)