



CITY MANAGER WEEKLY UPDATE

For Week Ending April 18, 2014

Paul Eldredge, City Manager



COMMUNITY DEVELOPMENT

General Plan Update

The Draft General Plan and Draft Environmental Impact Report are available for public review. Hard copies of these documents are available at City Hall, the Brentwood Community Center, the Brentwood Senior Activity Center, and the Brentwood Library. Online versions can be accessed at www.brentwood.generalplan.org. Review comments must be submitted no later than Friday, May 23, and should either be mailed to the Community Development Department (attention: Planning Manager, Erik Nolthenius at 150 City Park Way), or e-mailed to enolthenius@brentwoodca.gov.

Planning Commission

At its April 15 meeting, the Planning Commission held a public hearing to review a draft amendment to the City's sign regulations, including minor technical changes to make the regulations consistent with State and Federal law and the removal of internal inconsistencies. No one from the public spoke at the hearing. After a brief discussion, the Commission unanimously recommended the draft amendment be forwarded to the City Council for approval. The City Council is scheduled to consider the item at its meeting on May 13.

Statewide Economic Development Efforts

Last week, Economic Development staff participated in two statewide events designed to raise Brentwood's profile in the retail and development communities:

- California Association of Local Economic Developers (CALED) annual conference: staff served on the conference planning committee and also moderated a panel discussion of best practices for retaining local businesses.
- ICSC (International Council of Shopping Centers) Alliance: a public-private partnership designed to link city officials with retail brokers and developers. Staff served on the planning committee and gave opening remarks at the event.

FINANCE AND INFORMATION SYSTEMS



Wi-Fi Expansion

Work is continuing on the City Council approved expansion of the City's Wi-Fi network, which includes the Senior Center, Aquatic Park, Veterans Park and the Brentwood Police Station. The expansion of the City's existing Wi-Fi network, which currently covers downtown and City Park, will provide free internet access to the public when visiting these City facilities. A vendor has been selected to begin the Wi-Fi expansion and the new areas are expected to be online by the end of June.

PARKS AND RECREATION

Safety Award for the Brentwood Family Aquatic Complex

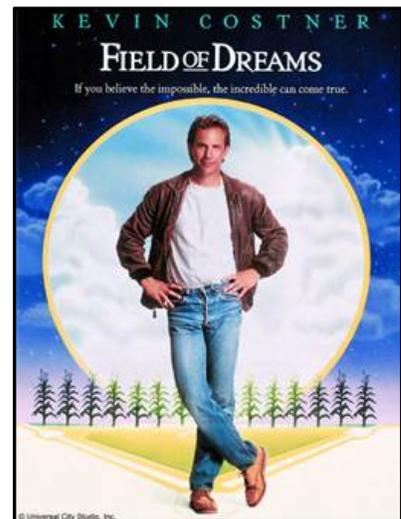
"While we are sure the swimmers who frequent your aquatic facilities already recognize the professionalism exhibited by your lifeguard staff, it is important to inform them that only those clients scoring in the top 30% of the audit criteria received this award. Accordingly, they are consistently being afforded with the highest degree of swimmer protection currently available for the aquatic industry."

This quote is from the 2013 Silver International Aquatic Safety Award, received by the City of Brentwood, from Jeff Ellis and Associates for consistently "exceeding" their criteria for aquatic safety certification. Jeff Ellis and Associates is part of the City's aquatic risk management program.

Movie in the Park

"*Field of Dreams*" leads off the 2014 "Movie in the Park" program tonight (April 18) in City Park (710 Second Street). Bring a picnic dinner and a lawn chair or blanket. Free parking is available in the parking garage at 100 City Park Way (between City Hall and the Community Center). "*Field of Dreams*" (PG, 111 minutes) begins at 8:15 p.m. and will be shown rain or shine.

Please do not bring glass containers or audio/video recording devices, and alcohol is not permitted in City Park. Dogs must be leashed and their owners are responsible for cleaning up after them. For more information, please contact Parks & Recreation at (925) 516-5444.



POLICE

Prescription Drug Take-Back Day

On April 26 from 10:00 a.m. to 2:00 p.m. the City of Brentwood and the Drug Enforcement Administration (DEA) will give the local public its eighth opportunity in four years to prevent pill abuse and theft by ridding their homes of potentially dangerous expired, unused and unwanted prescription drugs. Bring your medications for disposal to the Brentwood Police Department at 9100 Brentwood Boulevard. The service is free and anonymous, no questions asked.

Last year, almost 400 tons of prescription medications were collected from members of the public at more than 5,829 locations manned by 4,312 state, local and tribal law enforcement agencies that partnered with DEA on the event. When added to the collections from DEA's previous seven Take-Back events, more than two million pounds of prescription medications have been removed from circulation.

This initiative addresses a vital public safety and public health issue. Medicines that languish in home cabinets are highly susceptible to diversion, misuse and abuse. Rates of prescription drug



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abuse in the U.S. are alarmingly high, as are the number of accidental poisonings and overdoses due to these drugs. Studies show that a majority of abused prescription drugs are obtained from family and friends, including from the home medicine cabinet. In addition, Americans are now advised that their usual methods for disposing of unused medicines - flushing them down the toilet or throwing them in the trash - both pose potential safety and health hazards.

The National Prescription Drug Take-Back Day aims to provide a safe, convenient and ecologically responsible method of prescription drug disposal while also educating the public about the potential for abuse of medications.

For more information regarding the prescription drug take back initiative, contact Lt. Doug Silva at the Brentwood Police Department (925) 809-7712.

PUBLIC WORKS

Water Conservation

Water conservation is always important in California, but this year no Californian can afford to waste any water. We all need to do our part. In Governor Brown's statewide [drought emergency](#) declaration, he asks all Californians to reduce their water use by 20 percent.

Do you want to conserve water in your yard but aren't sure where to start? The City of Brentwood recommends Gardening in Contra Costa County's interactive online guide to water-saving plants best suited for Brentwood, which can be accessed via the following link: <http://www.contracosta.watersavingplants.com>. The guide is also available in CD form if you don't have internet access. Please contact Diana Williford, Water Conservation Specialist, at (925) 516-6000 to request a copy.



Landscape Improvements Project

A Landscape Improvements Project will be going out to bid early next week. This project includes landscape improvements, road widening and installation of roadway medians on Brentwood Boulevard between Lone Tree Way and Homecoming Way; landscape improvements in the median at Sand Creek Road, from Streets of Brentwood entrance to State Route 4; landscape improvements at the new Brentwood Transfer Station; landscape improvements at the new parking lot at Sunset Sports Complex (old transfer station site) and, landscape improvements on both sides of Elkins Way leading to the new parking lot. Also included in this project is the installation of a non-potable line along the east side of Brentwood Boulevard from Sunset Road to past Homecoming Way. This line will provide non-potable irrigation for the Brentwood Boulevard median landscape, further reducing use of potable water for irrigation purposes.

Combining all these landscape projects into one bid creates a more desirable project and generates better unit pricing than taking these projects out to bid individually.



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Compost and Compost Bins for City of Brentwood Residents

In honor of Earth Day (April 22), the City is offering approximately 100 cubic yards of compost, free of charge, to Brentwood residents. The compost is provided as a courtesy by Republic Services, the City's service provider for transporting disposal to landfills, and is available on a first-come, first-serve basis while quantities last. Residents will need to check in at the City's Public Works Corporation Yard located at 2201 Elkins Way, Warehouse Receiving, between the hours of 7:30 a.m. and 3:00 p.m., Monday through Friday. Proof of residency (identification showing Brentwood address or City utility bill) will be required and residents must sign a waiver prior to loading the compost into their own vehicles.

Compost bins are also available through the City for a cost of \$55. To make arrangements to purchase and pick up a compost bin or for more information about the compost, contact Solid Waste Operations at (925) 516-6090.

Additional information on purchasing compost bins and composting classes that are offered free of charge through Contra Costa County is available on the City's website at: <http://www.brentwoodca.gov/department/pw/operations/solidwaste/workshops.cfm>.