

the OUTLOOK

of Pleasant Hill, California



The Pleasant Hill Redevelopment Agency was dissolved on February 1, 2012 by an act of the State Legislature.

In this edition of the Outlook, we include a 4-page insert (center pages) highlighting the many significant achievements of our Redevelopment Agency over the past 39 years.

New marketing program for City retail businesses

Pleasant Hill retail businesses and restaurants will be able to take advantage of the City's marketing assistance program, which is designed to give businesses a new perspective on marketing and brand new advertising tools.

The Retail Marketing Incentive Program will launch effective advertising and marketing campaigns for participating businesses. It begins with a professional evaluation of a participating business's existing marketing tactics, follows with formulation of a new marketing strategy, and finishes with a cost-sharing grant to implement new advertising. Businesses that sign up for the program will receive one-on-one consultation from a marketing consultant and a tailored marketing strategy targeted to the business's customer demographic.

Businesses will be expected to pay a minimum of 20 to 35 percent of the advertising costs, with the City providing the difference at a cap of \$2,500 for individual campaigns and \$5,000 for shopping centers or groups of businesses. Shopping center management companies are strongly encouraged to financially support their retail tenant's efforts.

Funding for the pilot phase of the program should accommodate about one dozen individual sales-tax producing businesses. Participants in the program can rely on having an advertising campaign implemented in 90 days or

less. Those businesses which sign up in mid-March can go from having no marketing whatsoever to having a sophisticated marketing campaign launched by mid-summer.

To learn more about the program, contact Kelly Calhoun at kcalhoun@ci.pleasant-hill.ca.us or by phone at (925) 671-5213. ♣



New business resource guide available at City Hall.

More flexibility for businesses to advertise

The City is committed to making it easier for businesses to grow and thrive in Pleasant Hill. With this in mind, and in response to feedback from the business community, the City Council has recently approved changes to the City's zoning ordinance regarding signage that simplify the planning process and offer businesses new options for advertising and improving visibility. The following is a summary of some of the changes that address signage.

Signs

Zoning Administrator approval.

Certain new signs may be approved by the Zoning Administrator, whereas previously all sign requests (except those under a sites master sign program) were reviewed by the Architectural Review Commission. This results in the streamlining of the review and approval process by approximately three weeks.

Adjustments to sign provisions.

This is a new process that will allow both minor and major revisions through a modified process. Previously, any deviations to sign provisions were processed through a variance. The variance included findings that were often difficult to make and added to the time of the review and approval process.

- **Minor adjustments** (up to 20% deviation) are reviewed by the Architectural Review Commission. This removes the additional variance pro-

cess and allows the City greater flexibility when reviewing deviation requests.

- **Major adjustments** (over 20% deviation) are reviewed by the Planning Commission through a conditional use permit and not a variance process. Again, this allows the City to have greater flexibility when reviewing deviation requests.

Temporary signs

- **Window signs** with up to 30% coverage (not including glass doors) and not facing or located in a residential zoning district, are now exempt from permit review.
- Two temporary **wall signs** are allowed to be displayed at the same time (provided not facing in the same direction); previously only one temporary sign was allowed at any given time.



- Temporary freestanding **“A” frame** or **“H” frames** signage is now allowed with a permit (up to 20 days, up to six times per year). However, certain design criteria must be met.

Other types of temporary signs that are moving, flashing, animated, searchlight, flag, pennant, streamer, air blown or similar are now allowed with a permit for up to seven days at a time, up to six times a year. Previously, these types of signs were allowed for only five days at a time, for only four times per year.

For more information and assistance, please contact the Planning Division at 671-5209. ♣

Townhall meeting on education with Assemblymember Susan Bonilla

Assemblymember Susan Bonilla will participate in a moderated discussion on education Thursday, March 8 at 7:00pm in the Council Chambers at Pleasant Hill City Hall, 100 Gregory Lane.

Asm. Bonilla will discuss the state of education policy in California, how the Governor's proposed 2012-13 budget will impact local schools, and her vision for education reform. She will also highlight active education-related legislation and offer ideas for how the

Pleasant Hill community can support its schools.

As Chair of the Assembly Budget Subcommittee on Education Finance, Asm. Bonilla will continue to preside over legislative hearings on this topic.

Asm. Susan Bonilla was elected in November 2010 and represents California's 11th Assembly District. However, once the newly-drawn Assembly districts take effect, Ms. Bonilla is expected to represent Assembly District 14, which includes Pleasant Hill.

Asm. Bonilla previously served on the Contra Costa County Board of

Supervisors, representing the County's 4th District of Concord, Clayton, Pleasant Hill and portions of Walnut Creek, and as a Councilmember and Mayor of Concord. Prior to serving as a public official, Asm. Bonilla worked as a high school English teacher in the Mt. Diablo Unified School District.

The March 8 education forum is sponsored by the Pleasant Hill Education/Schools Advisory Commission and is open to the public.

For more information on this event, please email Martin Nelis at mnelis@ci.pleasant-hill.ca.us or by phone at 671-5229. ♣

Register your home or business alarm with the Police Department

Every day the police department responds to alarms at residences and commercial establishments. Last year the police department received over 1,100 alarm calls and only a very small percentage of them (about 3%) were verified crimes in progress.

When alarm calls are received at least one officer is dispatched and, depending on the type of alarm and the time of day or night, additional officers may be sent as well. Often officers are called away from other needed services to respond to these alarms.

In 2007 the City Council enacted changes to municipal code section 9.20 in an effort to control false alarms and promote the health, welfare, and safety of its citizens. The Council found that the installation and use of substandard alarm equipment and the occurrence of false alarms constituted a threat to the safety of officers and the public.

The purpose of the ordinance is to: *“(1) license and regulate alarm systems, alarm users, and the activities of alarm*



companies in the city; and (2) protect public safety by reducing or eliminating the number of false alarms within the city that prevent, hinder or delay public safety officers from responding to other calls for service.”

The ordinance is designed to encourage more responsible usage of alarm systems, to facilitate the Police Department’s effective and efficient response to alarms, and to offset costs associated with managing the program.

Residents and business owners who utilize alarm systems are required to complete an alarm registration at the beginning of every year. The registration is valid for one calendar year and must be updated annually. Each registration also contains vital information the police department may need to contact owners in the event of an emergency.

Annual registrations are due every January. The initial permit fee is \$57 but is prorated monthly if not registering for a full year. The renewal fee is currently \$29.

Alarm registrants are not charged for false alarms on the first occasion, but the City may assess a fee of \$111 for a second false alarm within a calendar year. Exceptions include multiple false alarms within a 24-hr period, false alarms caused by power failures, alarms cancelled prior to police response, and false alarms occurring during the 30-day period following activation and registration of an alarm system. Of the nearly 1,300 alarm registrants in the city, fewer than 10 false alarm invoices were sent to residents in 2011. ♣

George “Budd” Primrose

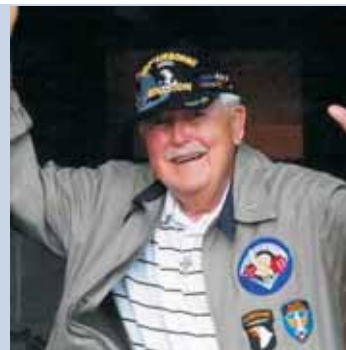
—by Jim Alkire

George “Budd” Primrose, who worked for the City of Pleasant Hill from 1970 to 1987, died on July 13, 2011, at age 88.

George was unique in the history of the City in the fact that he held positions in all four City departments. He was hired by the Police Department in 1970 as a Community Service Officer and then served as Interim Superintendent of Maintenance in the Public Works Department in 1974. Following that assignment he worked as Purchasing Agent in the Department of Central Services until 1979, when he became Code Enforcement Officer for the Department of Community Development. He retired from City service in 1987.

Born in Oakland, CA, George joined the Army in 1941 and became a proud member of the 101st Airborne Division and had combat service in Holland at Market Garden and at the Battle of the Bulge in Belgium. He ended his years of service at Hitler’s mountain retreats in Berchtesgaden, Germany. He met his wife Mary in England and they married immediately after the war ended.

In 1947, George became a police officer with Oakland Police Department and remained there until an injury forced his retirement in 1968. In 1963 he and



Mary and their two sons moved to Pleasant Hill where he lived until his death in 2011. In the last decade of his life and after his Mary died, George, with the help of his companion Bea Ball and long-time friend Loydyne Lane, wrote a

fictional novel “LEST WE FORGET” based on his experiences as a Battle of the Bulge survivor and a Band of Brothers veteran.

During the last three years of his life, he was an active member of the Viet Nam Veterans of Diablo Valley, being named Veteran of the Year in December 2010. ♣

Pleasant Hill's Community Emergency Response Team introduces its web site

Pleasant Hill's Community Emergency Response Team (CERT) blasted into 2012 by launching its official website, www.pleasanthillcert.org. It was a mighty effort by a "blue ribbon" team of CERT volunteers over the past year.

Carol Reade, Walter Sanchez, Diana White, and Chris Elmore took their guidance from the CERT Steering Committee and produced a website loaded with information for CERT members and the general public.

By accessing the website, the public can find information on creating a Disaster Plan for their family and putting together Disaster Kits for the home, workplace, and pets. The public can also learn how to prepare for a disaster through a 90-minute class given in their neighborhood or arranging for a 90-minute presentation on Disaster Preparedness to their church, club, or organization. Dates for future CERT classes can also be found on the website.

CERT members will find useful information and maps that show where their assembly areas are located, the FRS Radio channels each area will be using, and reminders on what to do following a

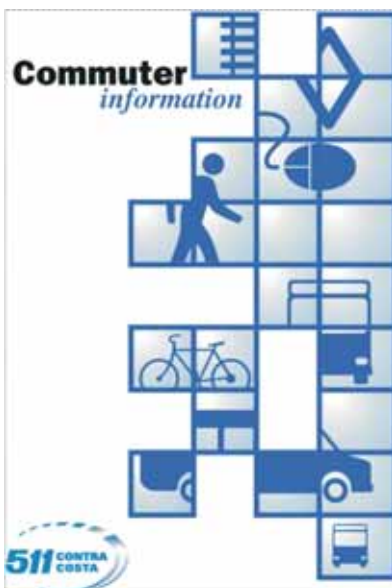
disaster. They will also find the Quarterly Training Dates for 2012 with subjects to be taught and additional training opportunities, as well as training that can be taken online.

The website contains links to many national and state organizations that offer information on earthquakes and other natural disasters—how to prepare for them—and what actions to take after a disaster hits. Want to learn more about CERT? Tap into this website and see how other CERT organizations are helping their communities throughout the country.

Put www.pleasanthillcert.org in your bookmarks and keep coming back for more news and information. This is your



“go to” website for disaster preparedness in Pleasant Hill. The next class in 2012 begins Thursday, April 5. Interested Pleasant Hill residents can sign up for the class online at www.pleasanthillcertsignup.com.



Useful commuter information

Check out the new 511 Contra Costa Commuter Handbook for useful transportation information. This handbook will provide you with the most appropriate commute alternatives, which will help reduce traffic congestion and improve air quality. Take a look at the Commuter Handbook online at www.511contracosta.org.

Limited quantities of hard copies are available for pick up at City Hall. ♣

Internet safety presentation at Sequoia Middle School

The Pleasant Hill Education and Civic Action Commissions are sponsoring an “Internet Safety” program to take place on Thursday, April 5th at Sequoia Middle School. This award winning presentation by Adina's Deck covers issues such as cyber-bullying and plagiarism, and is designed to educate parents and teaching staff about usage of the internet and social media by students.





► **Jungle Joe Puppet Show**

Tuesday, March 27, 6:30-7:30pm

Join us on a wild adventure into the jungle with Jungle Joe's "Animal Trainer" puppet show! This hilarious performance teaches kids how to make animal sounds, do animal tricks, and how animals want to be treated!

► **eReader Event**

Saturdays, March 10 & 24,
2:00-3:00pm

Come to the Pleasant Hill Library and learn how to download ebooks from the library website using your library card. Staff will take you step-by-step through checking out ebooks and listening to audiobooks on your portable device such as Kindles, Nooks, smart phones, and iPods, or even desk or laptop computers. Please bring your own device if you would like instruction on how to transfer ebooks and audiobooks to your device. Patrons with non-wireless devices are encouraged to bring their laptops.

► **The Spring Thing**

Tuesday, April 24, 6:30pm

Celebrate the season of flowers and cuddly critters with a festive evening of crafts, games, dancing, and more at the Pleasant Hill Library. Families with kids of all ages will want to spring into the fun!

► **Doorstep Farmers**

Every Tuesday, 5:00-7:00pm

Pick up your box of organic fruits and vegetables every week at the Pleasant Hill Library by signing up with Doorstep Farmers! Doorstep Farmers is a Community Supported Agriculture (CSA) service that supports the local agricultural community and sustainable healthy living. All subscribers will receive a 5% discount for choosing the library as their pick-up location. Visit the Doorstep Farmers website to sign-up (write "PLEASANT HILL LIBRARY" in the comments section of the form). For further questions, please contact Doorstep Farmers directly at 349-4568, www.doorstepfarmers.com/Sign_Up.html.

► **English Conversation Practice for Adults**

Every Wednesday, 1:30-2:30pm

Come practice speaking and listening to English in a casual ESL conversation group run by library staff and volunteers. Reservations are not required to attend this weekly event.

For more information on any of these programs contact library staff at 646-6434.

► **Storytimes**

Wednesday, Thursday, Friday, and Saturday mornings at 11:15am
Friday Afternoons at 1:15pm

Join us for songs, rhymes, and simple stories. Storytimes prepare your child to read by opening up a world of words, sounds, imagery, and books!

► **Wii for Teens**

Every other Thursday, 3:00-4:30pm

Come have fun, relax, and meet other teens at the Pleasant Hill Library while getting your game on! Come down to the Pleasant Hill Library or check the library's website (<http://ccclib.org/>) for specific dates!

► **Teen Advisory Group**

Every second Wednesday of the month, 3:30-5:00 PM

Teens can make a positive difference for themselves and their peers by participating in the Pleasant Hill Library Teen Advisory Group (TAG) starting this September. Come down to the library to meet other community teens and the young adult librarian to share and plan what you want to see happen at the library. This group is teen-only and welcomes ages 13-18. ♣

LAFCO seeking applicants for open seats

The Contra Costa Local Agency Formation Commission (LAFCO) is currently accepting applications for the Regular and Alternate Public Member seats.

LAFCO is an independent agency created by the State of California and is charged with encouraging orderly governmental boundaries and efficient services, discouraging urban sprawl, and preserving agricultural and open space resources. The Commission meets these objectives by regulating the boundaries of cities and special districts and conducting municipal service reviews and other special studies.

Contra Costa LAFCO is composed of seven voting members and four alternates. Alternate members participate in meetings, but vote only

when the regular member is absent or has a conflict of interest. The Commissioners will screen applications and make the appointment. The term of office for the open public member seats is four years expiring in May 2016.

Contra Costa LAFCO meetings are typically held on the second Wednesday of each month at 1:30 pm in Martinez. Commissioners receive a \$150 stipend per meeting.

Requirements: Applicants must be a resident of Contra Costa County, able to regularly attend LAFCO meetings, have a general understanding of LAFCO functions and authorities, and cannot be officers or employees of a county, a city, or a special district in Contra Costa County. The public members are

considered *public officials* and are required to file a standard annual financial disclosure statement with the California Fair Political Practices Commission.

In order to be considered, a completed application form must be received in the Contra Costa LAFCO office located at 651 Pine Street, Sixth Floor, Martinez, CA 94553 by 5:00 pm, Friday, March 9, 2012. Applications may be submitted by email, fax or U.S. mail; post marks will not be accepted. To download an application form, and for more information about Contra Costa LAFCO, please visit our website at www.contracostalafco.org or contact the LAFCO office at 335-1094. ♣

Make a difference—join the CCC Civil Grand Jury

Contra Costa County's watchdog agency, the Civil Grand Jury, is an arm of the Superior Court. Unlike a criminal Grand Jury, this jury does not hear cases, but is an investigative body. It devotes a year of dedicated service to keep careful watch over various aspects of our county government.

A new Grand jury is selected every year. Grand Jurors devote a year of dedicated service to keep careful watch over a myriad of our county's services. They work to ensure that all parts of our county government are acting in the best interest for all citizens of Contra Costa County. They keep their eyes on our education system, health department, law enforcement, and fire fighting agencies and financial offices. When any of these agencies do not perform effectively, Grand Jurors ask the tough questions and make the recommendations that are needed to make changes.

Recent Grand Juries have uncovered questionable practices and issued reports on such things as the county's many pension problems, dwindling resources for elder care, foster children in jeopardy,

truancy, and impropriety in local government. The Grand Jury also shines a light on the good work being done by various entities within the county.

If you've ever suspected irresponsible, unethical, or wasteful practices in county government and wished something could be done about them, you may be interested in serving as a member of the Grand Jury. If you enjoy investigation, critical thinking and fact finding, you just may be the person Contra Costa County needs to help save taxpayer dollars and optimize county services.

The qualifications for being a Grand Juror

You must:

- Be a citizen of the United States, age 18 or older and a resident of the county for at least one year.
- Possess ordinary intelligence, sound judgment, and fair character.
- Possess sufficient knowledge of the English language.
- Never have been convicted of a felony, malfeasance, or other high crime.



- Be able to commit to 20 hours a week to this undertaking.

It is beneficial to be able to work collaboratively and to feel a genuine interest and connection to the tasks at hand. Former Grand Jurors would assure you that this commitment is challenging and gratifying.

To apply, please fill out an application that you can download from the Contra Costa County Grand Jury website (www.cc-courts.org/grandjury).

The applications for the year 2012-2013 must be submitted by April 16, 2012. ♣



Local families needed to host international students

The International Education Center at Diablo Valley College (IEC@DVC) is looking for local families to host international students on a temporary basis while they improve their English skills. Long or short-term placements are available.

Last year, over 400 international students were placed with local host families and there is an immediate need to add additional families to the homestay registry.

Host families that participate in the program are paid a monthly stipend of \$750.00 per student. The requirements for being a host family are simple:

- Provide two meals per day (three meals on weekends) and a private

bedroom for the student—all within a supportive family environment.

- Be involved in the student's life and treat them as a family member.

Host families are not required to consist of the traditional family unit—two parents and children. Rather, all types of families are welcome, including single adults with or without children and couples with or without children. If they wish, families may also host multiple

students, as long as they can provide the appropriate accommodations.

Sharing your home with an international student offers your family a wonderful opportunity to learn about the way of life in a different country, as well as being able to introduce the student to living in America. Learning about the culture, language, and customs of another country can be an exciting adventure, not to mention a rich and rewarding cultural experience that often results in lifelong friendships. For more information about becoming a host family, please contact IEC@DVC's Housing Director, Ms. Fia Parker at (925) 876-0080, or by email at fparker@dvc.edu. ♣

Updates from Pleasant Hill Rec

The Pleasant Hill Recreation & Park District's bond projects have reaped the benefit of the beautiful winter weather and, as we leap into spring, the Teen and Senior Center buildings are quickly taking shape. Both buildings have reached milestones in the



construction process with the raising of the main steel truss at the Senior Center and completion of the framework at the Teen Center. The look of the buildings changes almost weekly! Follow the action by visiting our website at www.pleasanthillrec.com and click on the Bond projects link.

Community Center

The new Community Center project is in the planning phase with construction scheduled to begin in late summer and completion in fall of 2013. ♣



FREE middle school writing contest!

It's time to sharpen those pencils, plug in your laptops, or find a quiet spot to collect your creative ideas because the annual California Writers Club Mt. Diablo Branch's Young Writers Contest needs original poems, personal narratives, and short stories.

All entries must be written by Contra Costa County students and postmarked by April 1, 2012.

For guidelines and writing tips go to www.cwcmtdiablowriters.wordpress.com/young-writers-contest.

Winning stories, poems and personal narratives from each grade level receive \$100 first prize, \$50 second prize, and \$25 third prize. Prizes are presented to the winners at a special banquet on May 19, 2012. The contest is FREE to enter, and students may enter stories, poems, and narratives as many times as they want!

What's the best way a child can become a better writer?

Through reading and writing! Make one night a family quiet time where everyone turns off all electronic devices.

What can you do during the evening?

- Play word games, read, or share stories about your family history.
- Encourage your family members to write down their memories or speak them into a recording device.

At meal times you can discuss funny anecdotes that happened to everyone that day.

Got art?

Come join the East Bay Artists Guild, a local non-profit organization dedicated to the success of artists and driven towards integrating the benefits of art and art appreciation into communities.

East Bay Artists Guild brings art to the community through art exhibitions and

community art events. Their store window art exhibits, utilizing vacant downtown commercial buildings, offer artists a convenient opportunity to showcase their work in a high profile public setting and provide a joyful, creative experience for the local community.

Art education is offered through monthly meetings, guest speakers,

demonstrations, critiques, field trips, member activities, and through outreach programs geared toward offering the public an understanding and appreciation of art.

For membership, please contact Roz Zinns at email ebag.membership@yahoo.com. ♣

Bill's Ace Hardware leads the way in 'Going Green'

Celebrating over 60 years of service to the community, the family owned and operated chain of Bill's Ace Hardware stores demonstrates a strong commitment to the community and the environment with several years of certification as a Bay Area Green Business.

The Green Business Program was developed in 1996 by local governments and regional agencies to distinguish small businesses that protect, preserve, and sustain the environment.

The network of stores also includes Bill's Ace Hardware in Martinez, which first opened in 1948 as Vine Hill Hardware on Pacheco Blvd. Bill Wygal and his wife Elva opened the store in response to Bill's need for materials as he built houses. In the late 60s, the store joined the cooperative of Ace Hardware, after which Bill retired and passed the business on to his three sons.

Bill's Ace Hardware stores have been Green Certified for more than ten years. Regarding the decision to go green, third generation owner Bill Wygal said, "Things were going in that direction already. We wanted to represent the community in a responsible way."

He was also aware that businesses were being fined for dumping the wrong things in the trash. "We didn't want that kind of spotlight on us."

The stores shine in their waste reduction and recycling efforts. Paper is

used on both sides, pallets are recycled, broken pallets are available for customer reuse projects, and Styrofoam is sent to a company in Richmond which turns it into glue. Every register and office has a recycle bin which collects receipts, bottles, cans, and more. Batteries and CFL bulbs are sent to the Household Hazardous Waste facility.

As a result, Wygal said his garbage bill has been cut in half. "Every store has once-a-week pickup service. It used to be twice a week."

With an eye toward the future, Wygal said they plan to work with PG&E to install LED lighting in the stores when it becomes cost effective.

Overall, Wygal feels that the Green Business Program helps his company use best practices, keeping them professional and responsible.

"It's simple to just throw things in the trash. But we have to think global and act local," Wygal said. "We're trying to do the right thing. It becomes a way of life. First you start with recycling cans and bottles, then that becomes a habit and it's easy. Then you're ready for the next step."



Doing a little extra house cleaning?

We can help recycle old, unwanted electronic equipment at a FREE E-Waste Recycling Event happening at Diablo Valley College, located at 321 Golf Club Road in Pleasant Hill, on Saturday, **March 3** and **April 7**, from 9:00am until 1:00pm. The event is open to any California resident, business, or school.

This is a monthly event that will take place the first Saturday of each month. Dropping off of your E-waste is FREE and items accepted include TVs, monitors, computers, and more—with no limit!

Visit www.NoEwaste.com or call toll free, (866) 335-3373 for electronic items accepted and detailed event info. ♣

Spring into backyard composting—attend a free workshop



The City of Pleasant Hill is hosting a series of free workshops on backyard composting and offering Pleasant Hill residents high-quality compost bins for \$40. These bins normally retail for \$109 but attend a workshop and you can go home with a new bin for only \$40!

Composting your yard trimmings and food scraps is easy, great for your yard and garden, kind to our environment and good for you too! Save money, save water, and conserve natural resources.

So don't hesitate – get out in the garden and into class – register now by

calling 925-671-5265 or sign up online at www.pleasant-hill.net/compost.

Upcoming home composting workshop Dates:

- March 20th—City Hall community room (7-9pm)
- April 24th—City Hall community room (7-9pm) – Note that this workshop will concentrate mostly on worm composting with a smaller bin. This type of composting is ideal for those living in condominiums or multi-family complexes. ♣

FPHE's 4th Annual Campaign – Goal: \$60,000

Be a Part of Progress— Donate Today

FPHE's Annual Campaign has begun and needs your financial support. Since 2009, FPHE has awarded \$85,000 and 99 grants to the schools within the College Park High School feeder pattern. In order to continue FPHE's goal to continue raising the achievement bar of education for all students in our local schools, FPHE is asking you to donate to the Annual Campaign.

Suggested Donation: \$75 or more

Donations of all amounts are appreciated. Contributions benefit our community, enhance our schools, and help counteract California budget cuts. Your donation will directly impact schools.

Why give? Because strong schools benefit YOU

Strong schools greatly benefit students, but they also increase property values for all residents as more home buyers understand and want to be a part of our community's dedication to supporting local education. That helps businesses and enhances the future of the entire community. Your donation to FPHE is an investment in your community.

Don't Miss the FPHE Annual Campaign Events:

Dine Out for Education – A restaurant fundraiser on Tuesdays (includes, lunch, dinner, and take-out). Print "Dine Out for Education" fliers from www.fphe.org and submit them to the restaurants to ensure FPHE receives a percentage. Upcoming Dine Out for Education dates are:

- March 6 – Magoo's Grill of Pleasant Hill, 1250 Contra Costa Boulevard
- March 13 – Kinder's Deli, 2227 Morello Avenue
- March 20 – DeVino's Pizza, 2221 Morello Avenue
- March 27 – Pasta Pomodoro, 45C Crescent Drive



Be a part of progress—

Donate today for the future of Pleasant Hill Schools

Visit www.fphe.org and click 'Donate'

Mail checks made out to FPHE, P.O. Box 23851, Pleasant Hill, CA 94523

NEW EVENT—The Amazing Race of Pleasant Hill, Saturday April 21. See page 12 for details.



You can make a difference! Civic Action Commission vacancy

The City is seeking candidates to serve on the **Civic Action Commission**. The Commission, which meets on the first Wednesday of each month at 6:30 p.m., studies and makes recommendations to the City Council on issues which improve the overall quality of community life in Pleasant Hill. The Commission also organizes special events, such as Community Service Day and the "Sunset by the Lake" Summer Concerts Series.

If you are interested in serving on this Commission and would like to receive an application, contact Linda Stehr (100 Gregory Lane, Pleasant Hill, CA 94523) by phone at 671-5284 or e-mail to lstehr@ci.pleasant-hill.ca.us. The application deadline is March 23, 2012. ♣

Pleasant Hill Community Foundation announces youth grant awards

The Pleasant Hill Community Foundation has awarded its annual Youth Grant Awards. The proceeds from the 11th Annual Pleasant Hill Allied Waste Golf Classic held last October provided the funding for these awards:

- ▶ Pleasant Hill Library for a preschool activity area
- ▶ Star Quest for their annual youth talent shows
- ▶ Sequoia Middle School's Music Boosters for instruments, music, and equipment
- ▶ College Park High School for a sound system for the choir room
- ▶ Valhalla Elementary School for their visual arts program
- ▶ Valley View Middle School for classroom libraries
- ▶ Fair Oaks Elementary School for drums; and
- ▶ Pleasant Hill Recreation & Park District for an event tent and replacement of chairs for the pool.

Betty Geishirt Cantrell, Youth Grant Awards Chair, stated, "The Pleasant Hill Community Foundation is very thankful to all the people who have participated in over a decade of our Golf Classics. Their generosity has enabled local community organizations to create meaningful opportunities for the youth of Pleasant Hill. We are also very excited to have Allied Waste increase their support to that of Presenting Sponsor this year."

The Pleasant Hill Community Foundation will be accepting proposals for its Community Grant Awards until April 15, 2012. Applications will be available on their website, www.PHCommunityFoundation.org.

The 12th Annual Pleasant Hill Golf Classic will be held on October 5, 2012. Join them for a fun day that supports the youth of Pleasant Hill. ♣



March conference focuses on returning military mental health

John F. Kennedy University is committed to serving our military and to helping with the challenges of reintegrating into civilian life. This year, with the generous support of the Dean & Margaret Lesher Foundation, the University will host its 2nd biennial Front Line to Home Front conference at its Pleasant Hill campus on Friday, March 30th from 8am to 5pm.

This conference is for anyone wanting information to help returning soldiers, veterans, and military families coping with the challenges of combat-related Post-Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI)—the two most significant injuries of the current conflict overseas.

The day's events will include educational workshops and trainings, a caregiver panel, exhibitor booths, and community and professional networking opportunities. An antique HUEY helicopter will also be on display again this year in the JFK University parking lot, which delighted conference participants and neighborhood children in 2009.

The keynote speaker is the Honorable Stephen V. Manley, a Superior Court Judge, a passionate advocate of Legislative change and sentencing reform, and founder of California's first "Veteran's Treatment Court." This court brings together a collaborative team to provide needed mental health, housing and employment training and resources to defendants who have served in the military and are struggling with PTSD, TBI, substance abuse and mental illness.

Workshops will be offered on a variety of topics: the impact of brain injury on military families; the challenges of compassion fatigue in caregivers; advanced training and tools to help those caring for veterans with moderate and severe TBI; and the latest research, therapies and treatments being used to promote recovery from PTSD and TBI.

The conference fee is \$169 per person or \$152 for veterans and military personnel. A continental breakfast, a box lunch, and a conference tote bag are included. Professional CE and MCLE



Upcoming events and key dates

- **March 1:** Application Deadline for Spring Quarter
- **March 14:** College of Law Information Session—Tips to Juggling Law School, Family, and Work
- **April 2:** Spring Quarter Classes begin
- **April 28:** Pleasant Hill Campus Spring Open House
- **May 15:** Priority Application for Fall for College of Law

credit hours are also available for an additional fee with pre-registration.

For details, visit www.jfku.edu/Events/Front-Line-to-home-Front.html or contact Della Combs at dcombs@jfku.edu or 925-969-3417. ♣



Senior options seminar

Faith Lutheran Church is hosting a "Senior Options Seminar" on Saturday, May 5th from 8:30am–2:30pm at 50 Woodsworth Lane in Pleasant Hill.

This event is for Senior Citizens and their adult children and/or caregivers to inform options and decisions related to aging. Seminar topics will include:

- Staying in our Homes
- Assisted Living
- Care-giver Resources
- Family Communications
- Mental Health Issues
- Hospice & Medicare

Seniors should invite their adult children or care-givers (or vice versa!) to open discussion concerning individual

needs and options. Don't be caught unprepared when the hard decisions will need to be made.

Cost—it's FREE! Lunch is provided, AND, there will be door prizes!!

RSVP to Faith Lutheran Church at 685-7353 or by email to info@welcome2faith.com.

Information and registration available at www.welcome2faith.com.



What's happening in the community...

"Egg" Citing Egg Hunt at Pleasant Hill Park

Sat April 7—Rain or Shine!

Be a part of this 57-year Pleasant Hill tradition! Pleasant Hill Recreation & Park District and the Pleasant Hill Lions Club will once again present their popular egg hunt for children through age 10. Come out to Pleasant Hill Park and enjoy a beautiful day with great music from DJ Strawberry Fields.

Check in is at 9:30am. The first egg hunt, for ages 0-3, begins at 10:30am. That is followed by egg hunts for ages 4-5 and then 7-10 year-olds. The cost is \$6 per child. Find the Golden Ticket in your egg and win a very special prize! Pre-registration is required by noon on April 6—call 682-0896. ♣

Girl Scouts to celebrate 100 years

Girl Scouts is turning 100 this month, and you're invited to the celebration!

Girl Scouts of the USA was founded by Juliette Gordon Low on March 12, 1912 in Savannah, Georgia, with 18 girls in the first troop. Girl Scouts has since grown to 3.2 million members worldwide. It is the leading organization dedicated to helping girls grow, build confidence, and take their place in the world.



To celebrate the group's centennial, Girl Scouts across the country will be gathering the evening of Monday, March 12 to mark the occasion. The Creekside Girl Scout Service Unit, which represents nearly 100 troops and over 1,500 girl and adult members in Pleasant Hill and Martinez, is hosting candlelight ceremonies on Tuesday, March 12 in both cities. The entire community is invited to join in celebrating this anniversary, with a special invitation going out to all local Girl Scout alumnae.

Both events will feature mayoral proclamations, songs, a group candlelight ceremony, and refreshments. Both programs will begin promptly at 7:00pm. Troops should arrive no later than 6:45pm. to register and collect their candles.

In Pleasant Hill the celebration will take place by the pond at City Hall. In Martinez the celebration will take place at City Hall Plaza.

For more information, please contact Creekside Service Unit Director Olivia Lovett at 947-0559. ♣

Pleasant Hill Rec Adult Drop-In Basketball & Badminton programs are back!

\$5 per player, PH Education Center Gym, 1 Santa Barbara Road.

- Basketball: Mon 6:15-8:15pm, Fri 5:30-7:00pm and Sun 8am-10:00am
- Badminton: Sunday 10:00am-12:00pm

For information call: 925-682-0896 or visit www.pleasanthillrecsports.com.

Laugh, Love & Learn

SENIOR LIVE WELL FORUM

Combining entertainment, humor & education!

Friday, April 13, 2012

8:30 am - 2:00 pm

St. Andrew's Church 1601 Mary Dr., Pleasant Hill

\$25 (60 years & up) ~ \$30 General Admission



Featured Speaker Gary Bogue

Pets, wildlife & environmental issues columnist and author

Attend this free senior resource fair. Registration includes continental breakfast, lunch & door prizes.

Over 50 exhibitors with great information & giveaways!
Open to the public from 8:30am-1:00pm.

Register at PH Senior Center, 233 Gregory Lane or call 798-8788.

11th annual partnership for success— Summer Job and internship Fair

Looking for summer work or an opportunity to expand your job skills? DVC and Pleasant Hill Rec are hosting a Summer Job and Internship Fair on March 27 from 10am-1pm in the DVC Cafeteria. Come see what prospects there are from local employers. For more information visit dvc.edu/career or call 682-0896. ♣



ROTARY CLUB of PLEASANT HILL presents...

St. Pat goes to
HOLLYWOOD

Friday ♦ March 16, 2012 ♦ 6:00pm

The Big C Athletic Club
1381 Galaxy Way, Concord
(see directions on back)

**Dinner ♦ Dancing
Entertainment ♦ Auctions**

Benefits the community in the form of grants to local and international projects and organizations including the LN-4 Prosthetic Hand project.

Irish dancing!
Dillon Moore Irish Dance Academy

Champagne greeting!

Traditional Corned Beef & Cabbage

Dress as your favorite Hollywood character!

\$45/ticket and \$425/table of 10.
For tickets call 932-7011.



The Amazing Race

of Pleasant Hill

Saturday ♦ April 21 ♦ 2012



To celebrate the end of the 2012 Annual Campaign, the Foundation for Pleasant Hill Education is putting on an "Amazing Race of Pleasant Hill." It will be a fun day for all ages.

Teams (family of any size or a group of up to four) will get a chance to explore our fine city while completing challenges appropriate for all ages! There will be numerous legs to the race and each team can complete as many or as few as they wish! However, the teams that complete the entire race will have a chance to win the overall competition.

The entry fee is \$40 per team, with proceeds to go toward FPHE grants.

More details and registration can be found at **fphe.org**

"Simply" Wine


Wine, Art & Silent Auction Fundraiser

Featuring the artwork of the Martinez Arts Association plus other local East Bay artists

Friday, March 9 ♦ 5-7:30pm
Winslow Center ♦ 2590 Pleasant Hill Rd

Presale: \$15 Senior Club Members/ \$18 General
Tickets available at PHSC, 249 Gregory Lane.
For more info call 798-8788.

Proceeds benefit the PH Senior Center and PH Teen Center



Aegis Living
We're the people who make life better.



Star Quest
20th Annual Youth Talent Show
Sponsored by Rotary Club of Pleasant Hill




Star Quest[★]2012
presents...

A Star Quest
Homecoming!

A reunion performance of past and new stars!

Sat April 21 7:00pm Sun April 22 2:00pm

DVC Performing Arts Theatre
(Use Golf Club Rd parking lot)

FOR MORE INFO 689-2249

Reception & Art Show, 6pm Saturday and 1pm Sunday

Tickets available at: Rec & Park \$12.00 (\$5 under 18) in advance
District Office and PHPD \$15.00 (\$10 under 18) at door



...Relay for Life and biking

Cancer never sleeps and neither does the fight against cancer

Pleasant Hill joins 6,000 other communities around the world in holding Relay For Life, an American Cancer Society fundraising and awareness-causing event.

Relay For Life is an annual 24-hour team event that has participants of all ages, abilities, and energy levels, with special attention given to cancer survivors. The relay is not a race or a run, and has moments of fun and frolic, entertainment and enthusiasm, reflection and remembering.

Last year \$400 million was raised through relay events in the world, and \$40,000 was provided through the efforts of the Pleasant Hill Relay For Life sponsors. Funds raised support American Cancer Society research, early detection, advocacy, and related program to fight cancer.



This year's event will take place at Pleasant Hill Middle School on



May 19-20. To learn more about the Relay For Life or to sign up as an individual, a team, or a cancer survivor go to the website relayforlife.org/pleasanthillca or contact Eileen Housfeld at 944-4898. ♣



Become a happy cyclist and "Bike to Work!"

Get your bicycles ready in time for Bike-to-Work Day on May 10. Energizer Stations (or bike rest stops) are hosted in the morning and evening so everyone has a chance to partake in the festivities.

We are looking for volunteers to host an Energizer Station in the morning and/or evening along the Canal Trail, specifically in between Las Juntas Park and Geary Road. Typically the Energizer

Station is open for two hours between 6:30-8:30am and 4:30-6:00pm. If you, your organization, family, school or business would like to host an Energizer Station, call 511 Contra Costa (925) 969-0841 x207. 511 Contra Costa provides all of the supplies you'll need to host an Energizer Station. For more information on Bike To Work Day, visit www.511contracosta.org. ♣

Our rockin' community! Events for March and April 2012...

| Date | Event | Location | Organization | Contact |
|-----------|------------------------------|----------------------------------|--|--|
| Mar 3 | E-Waste Recycling Event | Diablo Valley College | Electronic Waste Management | 866-335-3373 |
| Mar 6 | Dine Out for Education | Magoo's Grill of PH | Foundation for Pleasant Hill Education | www.fphe.org |
| Mar 8 | Townhall Meeting | PH City Hall | Assemblywoman Susan Bonilla | 671-5229 |
| Mar 9 | Simply Wine | Winslow Center | Pleasant Hill Senior Center | 798-8788 |
| Mar 10 | eReader Event | PH Library | PH Library | 646-6434 |
| Mar 12 | Girl Scout Centennial | City Hall pond | Girl Scout of the USA | 947-0559 |
| Mar 13 | Dine Out for Education | Kinder's Deli | Foundation for Pleasant Hill Education | www.fphe.org |
| Mar 16 | St Pat Goes to Hollywood | Big C Athletic Club | Rotary Club of Pleasant Hill | 932-7011 |
| Mar 20 | Dine Out for Education | DeVino's Pizza | Foundation for Pleasant Hill Education | www.fphe.org |
| Mar 24 | eReader Event | PH Library | PH Library | 646-6434 |
| Mar 27 | Summer Job & Internship Fair | DVC Cafeteria | DVC and PH Recreation & Park District | 682-0896 |
| Mar 27 | Jungle Joe Puppet Show | PH Library | PH Library | 646-6434 |
| Mar 27 | Dine Out for Education | Pasta Pomodoro | Foundation for Pleasant Hill Education | www.fphe.org |
| Mar 30 | Front Line to Home Front | JFK University | JFK University | 969-3417 |
| Apr 7 | "Egg" Citing Egg Hunt | Pleasant Hill Park | PH Recreation & Park District | 682-0896 |
| Apr 7 | E-Waste Recycling Event | Diablo Valley College | Electronic Waste Management | 866-335-3373 |
| Apr 13 | Laugh, Love & Learn | St. Andrew's Prebysterian Church | Pleasant Hill Senior Center | 798-8788 |
| Apr 21 | The Amazing Race | All over the City | Foundation for Pleasant Hill Education | www.fphe.org |
| Apr 21-22 | Star Quest | DVC Theatre | Rotary Club of Pleasant Hill | 689-2249 |
| Apr 24 | eReader Event | PH Library | PH Library | 646-6434 |

Economic Development/Business News in Pleasant Hill...welcome to new businesses!

The City of Pleasant Hill is committed to promoting and supporting the business community within the City. The economic vitality of Pleasant Hill is dependent on a strong business sector, and the City plays an important role in making this happen. To find out more about Economic Development efforts in Pleasant Hill or for additional information on locating or expanding your business operations in the City, please contact Kelly Calhoun at 671-5213 or Kcalhoun@ci.pleasant-hill.ca.us.

New businesses December 2011

All Seasons Homecare

(In-Home Senior Care)
391 Taylor Blvd., #220
925-363-4900

Christie's For Kids

(Children's Consignment Store)
69 Doray Dr.
925-849-6541

Deae Lunae Spa & Boutique

(Facials/Body Treatments/Hair Removal)
81 Gregory Ln., #230
925-262-8474

Golden Tub Foot Spa/Massage

508 Contra Costa Blvd., #M1
925-682-8888

Jaguar Karaoke (Karaoke Bar)

508 Contra Costa Blvd., #L2
925-349-6963

Love Me Tender (Restaurant)

508 Contra Costa Blvd., N
925-586-1588

Nails By Kristina (Nail Technician)

101 Gregory Lane, #41
925-330-3308

Paige Renee Redding (Hairstylist)

1941 Oak Park Blvd, #50
925-768-2764

Intuitive Coaching With Amy!

(Spiritual Based Intuitive/Guidance)
626-274-0682

Wildlife Photography, Etc.

(Wildlife Prints & Greeting Cards)
925-682-3109

New businesses January 2012

Carolina's Massage Therapy

140 Mayhew Way, 925-550-2217



Check N Go (Check Cashing/Western Union)

720 Contra Costa Blvd.
925-691-4971

Coates, Cortese & Alvarado, LLP

(Accounting & Tax Services)
2300 Contra Costa Blvd., #220
925-685-2011

Decors with Love (Decorating

Services – Homes/Businesses)
3333 Vincent Road, #225
925-864-0504

Delphi Realty Group (Real Estate)

1928 Contra Costa Blvd.
925-429-5229

Diablo Digestive Care, Inc.

(Medical Office – Gastroenterology)
400 Taylor Blvd., #304
925-363-0069

Don't Be Pedi Nail Salon (Nail Technician)

1962 Contra Costa Blvd.
925-978-6306

Euro Autoprofs (Auto Service)

199 Mayhew Way, Ste. C
415-497-3437

Full Spectrum Services

(Project Management/Consultation)
70 Doray Dr., #6
925-980-5143

Law Office of Brian O'Toole

3478 Buskirk Ave., #265
925-944-1665

Liberty Tax Service (Income Tax Preparation)

1663 Contra Costa Blvd.
925-957-6294

Norcal Auto Group

(Car/Auto Sales & Related Parts)
199 Mayhew Way, "C"
415-260-8768

Paramount Equity Mortgage, LLC

(Real Estate Lending)
3478 Buskirk Ave., #2002
925-586-0653

Ping Ping Ye (Massage)

1941 Oak Park Blvd., #70
415-828-8647

Rico Rossi, Inc. (Internet

Music Production/Promotion)
180 Golf Club Rd., #216
415-349-0993



Rodde Construction, Inc.

98 Isabella Ln.
925-588-8511

1st P.L.A.C.E. Program (Parents

Help Group – Youths/Athletic Program)

925-478-9509

All Service Automotive, Inc. (Auto Wholesaler)

925-457-4297

Andrew X Chen (Real Estate Sales & Loans)

925-671-0823

Capital A Partners, LLC

(Real Estate Transactions)
773-791-7390

Deborah Napierski (Consultant-

Corporate Philanthropy)
415-244-6303

Gail Anderson Hard Money Loans

925-938-9026

Going Places Travel Agency

925-952-4257

Joyful Learner Services

(Educational Consulting Services)
925-334-1740

Michael Hoffman (Computer Data)

925-408-4602

Mona Moore Design (Design Kids-

Sports Fashion & Accessories)
408-335-5881

Ng & Ng Design (Graphic Design)

925-937-1817

Stair Design (Contractor)

925-580-5416

The Gracious Pantry (Recipe

Website & Sale of Cookbooks)
925-324-6841

City Meetings

MARCH

| WHEN | WHAT | WHERE |
|---------------|--|--|
| Thu 1 5:00pm | Architectural Review Commission | City Hall Small Community Room |
| Mon 5 7:30pm | City Council | Council Chambers |
| Wed 7 9:30am | Commission on Aging | City Hall Small Community Room |
| Wed 7 6:30pm | Civic Action Commission | City Hall Small Community Room |
| Thu 8 5:00pm | Zoning Administrator (Public Hearing) | Planning/Public Works Conference Room |
| Tue 13 6:00pm | Traffic Safety Commission | City Hall Community Room |
| Tue 13 7:30pm | Planning Commission (Public Hearing) | Council Chambers |
| Thu 15 5:00pm | Architectural Review Commission | City Hall Small Community Room |
| Mon 19 7:30pm | City Council | Council Chambers |
| Thu 22 5:00pm | Zoning Administrator (Public Hearing) | Planning/Public Works Conference Room |
| Tue 27 7:30pm | Planning Commission (Public Hearing) | Council Chambers |
| Wed 28 7:00pm | Education/Schools Advisory Commission | City Hall Small Community Room |

APRIL

| WHEN | WHAT | WHERE |
|---------------|--|--|
| Mon 2 7:30pm | City Council | Council Chambers |
| Wed 4 9:30am | Commission on Aging | City Hall Small Community Room |
| Wed 4 6:30pm | Civic Action Commission | City Hall Small Community Room |
| Thu 5 5:00pm | Architectural Review Commission | City Hall Small Community Room |
| Tue 10 6:00pm | Traffic Safety Commission | City Hall Community Room |
| Tue 10 7:30pm | Planning Commission (Public Hearing) | Council Chambers |
| Thu 12 5:00pm | Zoning Administrator (Public Hearing) | Planning/Public Works Conference Room |
| Mon 16 7:30pm | City Council | Council Chambers |
| Thu 19 5:00pm | Architectural Review Commission | City Hall Small Community Room |
| Tue 24 7:30pm | Planning Commission (Public Hearing) | Council Chambers |
| Wed 25 7:00pm | Education/Schools Advisory Commission | City Hall Small Community Room |
| Thu 26 5:00pm | Zoning Administrator (Public Hearing) | Planning/Public Works Conference Room |
| Thu 26 7:00pm | Redevelopment Advisory Commission | City Hall LargeCommunity Room |



CITY OF PLEASANT HILL

100 Gregory Lane
Pleasant Hill, CA 94523-3323
925-671-5270
www.pleasant-hill.net

CITY OFFICIALS

Mayor John Hanecak
Vice Mayor Michael G. Harris

Councilmembers

David Durant
Jack Weir
Terri Williamson
City Manager June Catalano
City Clerk Marty McInturf
City Treasurer Mark W. Celio

City Council meetings are broadcast on Comcast channel 28 on 1st and 3rd Wednesdays at 7:30pm.

Meetings are also available on the City website under "Council Webcast."

CITY HALL HOURS

Monday–Wednesday 8:30am–5:00 pm
Thursday 8:30am–6:00 pm
Friday 8:30am–1:00 pm



The City of Pleasant Hill newsletter is published bimonthly. Deadline for stories and story ideas for May/June is April 9. Ideas are always welcome. Local non-profit groups may submit articles to the Public Information Officer at 100 Gregory Lane, Pleasant Hill, CA 94523. For information, call Martin Nelis at 671-5229, fax to 680-0294, or email to mnelis@ci.pleasant-hill.ca.us.

PUBLISHED ON RECYCLED PAPER



Editor/Writer Martin Nelis, PIO
Design/misc photos Donaghu Graphic Designs

COVER: Lake at Award-winning City Hall

Important Phone Numbers

Police/Fire Emergency 911
Police (Business) 288-4600
Fire (Business) 941-3300
Public Services Center 671-4646
Chamber of Commerce 687-0700
Recreation & Parks 682-0896
PH Bayshore Disposal 685-4711
PG&E 800-743-5000
Senior Center 798-8788
Senior Van Service 671-5272



City of Pleasant Hill
 100 Gregory Lane
 Pleasant Hill, CA 94523-3323
www.pleasant-hill.net

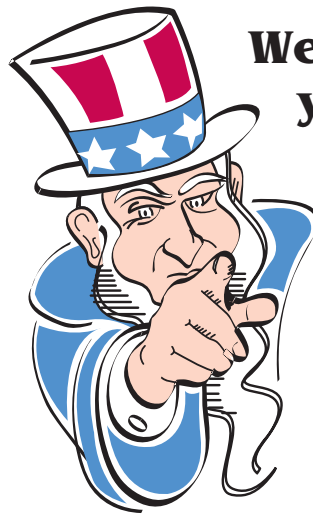


PRSR STD
 U.S. POSTAGE
PAID
 CONCORD, CA
 PERMIT NO. 21
 ECRWSS

POSTAL CUSTOMER

Inside this issue

| | |
|--------------------------------------|-------|
| New marketing program | 1 |
| R.I.P Redevelopment Agency | 1 |
| More flexibility for advertising | 2 |
| Townhall meeting on education | 2 |
| Register your home or business alarm | 3 |
| George “Budd” Primrose | 3 |
| CERT introduces new web site | 4 |
| Internet safety presentation | 4 |
| Usefull commuter information | 4 |
| PH Library activities | 5 |
| Join the CCC Civil Grand Jury | 6 |
| Families needed to host students | 6 |
| Updates from Pleasant Hill Rec | 7 |
| Got art? | 7 |
| Bill’s Ace Hardware going green | 8 |
| FREE composting workshop | 8 |
| Working towards a better community | 9 |
| News from JFK | 10 |
| What’s happening in the community | 11-13 |
| Relay for Life | 13 |
| Event calendar | 13 |
| New businesses | 14 |
| City Meetings, City Officials | 15 |
| Suggest theme for 4th of July | 16 |



We WANT your help!

Suggest the theme for this year’s Fourth of July Celebration

Planning is underway for 2012 Pleasant Hill 4th of July Celebration. And residents are asked to submit nominations for this year’s theme!

Mark your calendar—the 4th of July for 2012 is on a Wednesday this year. Pleasant Hill 4th of July Commission members, headed by President

Jim Bonato, are already hard at work raising funds and planning another fun-filled family event for July 4th 2012.

The 4th of July events will again start off early with the ‘Firecracker 5K Fun Run.’ All registration fees for the Fun Run support Pleasant Hill schools. The 2011 race generated \$11,200, the largest amount to date. We hope to exceed that for 2012. Start training now and urge your friends and neighbors to sign up!

For 2012 residents of Pleasant Hill will help decide on the theme for the 4th of July celebration. As we did last year, Pleasant Hill residents may also submit nominations for the 2012 Parade Grand Marshal. Go to our website at (www.phjuly4.com) for more details about suggesting the theme (deadline March 20, 2012) and/or nominating the Grand Marshal (deadline May 18, 2012).

The Party in the Park follows the parade and will feature food, games for children, and entertainment. Enjoy the activities, which will wind up in time for you to catch your breath before heading to College Park High School for the spectacular Fireworks show!

Check out our website at www.phjuly4.com for updates as we firm up the activities for this exciting day. We are also on Facebook (Pleasant Hill 4th of July Commission).

The Commission organizers are excited about the plans for the 4th of July 2012. Help and ideas are always appreciated, but what we really need are more members on the 4th of July Commission. If you are interested, please contact Jim Bonato at 925-938-5433. ♣

Commons Redevelopment Projects

Over the years, the Agency carried out numerous redevelopment projects in the Commons Project Area including:

- ◆ **Pleasant Hill Plaza** shopping center, the Agency's first project in 1978, on the site of the former Pleasant Hill Drive-in movie theater.
- ◆ **Pleasant Hill Village** senior apartment project also developed in 1978, providing 100 units of affordable senior housing.
- ◆ **Somerset** apartment project, built in 1979.
- ◆ **Cleveland Green** townhouse project and **Pleasant Heights** condominiums project, 1980.
- ◆ **Two Worlds** mixed residential/commercial condominium project, developed in 1981.
- ◆ **Woodsworth Park** townhouse project, 1981.
- ◆ The **Terraces** office building, constructed in 1985.
- ◆ **Gregory Centre** office building, also developed in 1985.
- ◆ **Gregory Square** office building and Lyon's Restaurant, now the Original Pancake House, were built in 1989.
- ◆ **Pleasant Hill Square** commercial complex, 1989.
- ◆ The new **City Hall** opened in 1991.



Crescent Drive and Century Theatre



Downtown plaza area adjacent to Jack's Restaurant

- ◆ **Courtyard Shopping Center** and **Marriott Courtyard Hotel** were built in 1995.
- ◆ **Pleasant Hill Downtown**, including the Century Theater, the Hyatt Summerfield Suites Hotel, and the Crescent Walk Townhomes project, was developed between 1998 and 2002.

Two Worlds



Hyatt House



Commons Redevelopment Projects – cont'd

- ◆ The former Contra Costa Shopping Center, anchored by the vacant Montgomery Ward store, was redeveloped in 2005 as the **Crossroads Shopping Center**, with a new Kohl's Department Store and shops.
- ◆ **Marshall's and Friedman's Appliance Store** opened at the Crossroads in 2008.



Crossroads Shopping Center including Kohl's Department Store

Schoolyard Redevelopment Projects

The Agency's redevelopment efforts in the Schoolyard Project Area included:

- ◆ The Chateau III congregate care facility, which includes 26 affordable units, built in 1997.
- ◆ Hookston Senior Homes Project, which entailed the acquisition and renovation of the former Hookston Apartments as 99 affordable senior apartments, completed in 1999.
- ◆ Navlet's Garden Center was built on the site of the old City Hall in 2002.
- ◆ Mark Scott Construction Company offices building, developed in 2003.
- ◆ Gallery Walk Townhomes project, constructed in 2003.
- ◆ The Agency also contributed over \$10,000 to the refurbishment of the Veteran's Monument, located in the Schoolyard Project Area.

Navlet's
Garden
Center



Gallery
Walk
Townhomes



Affordable Housing

The Redevelopment Agency was also responsible for producing and helping maintain affordable housing in our community. The primary focus of these efforts was the Agency's Single-family Residential Rehabilitation Loan Program, which was initiated in 1992. Under the Rehab Loan Program, low-income homeowners received small grants, or loans up to \$60,000, at 3% interest, for such improvements as new roofs and windows, kitchen and bath remodeling, furnaces, water

heaters, energy efficiency, painting and handicap accessibility. More than 120 eligible households received such loans and grants under the program.

The Agency also helped fund the development of over 400 affordable housing units, including Hookston Senior Housing, Grayson Creek Apartments and Pleasant Hill Village, as well as individual units at Gallery Walk Townhomes and Chateau III congregate care facility.

Increased property values and new jobs

The many accomplishments of the Agency over the years have been both tangible and intangible. The Agency leveraged the expenditure of some \$66 million in local project area property tax revenues over 39

years to help create over \$600 million in private property value. This new development brought over 1,700 net new jobs in the project areas. The development of new commercial, office and residential projects helped strengthen and diversify the City's tax base.



Perhaps most importantly, the Agency enhanced the image of Pleasant Hill as a stable, attractive community and helped create a “sense of place” for the community by building an award-winning Downtown—all of which has fostered a renewed sense of pride for the people of Pleasant Hill!

So what happens now?

Redevelopment agencies financed their operations by capturing the increases in property taxes on the properties in their redevelopment project areas. In Pleasant Hill, property values rose significantly in both redevelopment project areas because of the significant and dramatic improvements made by the Redevelopment Agency particularly in and around the downtown area. This increase in property values, along with the corresponding increases in property tax revenues, funded the redevelopment programs over the 39 year period.

Debt obligations and successor agency

Redevelopment agencies were authorized to incur debt, typically in the form of selling bonds or negotiating an agreement with a developer to financially assist a project, and pledge this anticipated increase in property tax revenues as the source of repayment for such debt. As a result, virtually every redevelopment agency, including the Pleasant Hill

Redevelopment Agency, has some debt that remains to be paid, both to bonds and to development agreements with development companies.

The legislation dissolving redevelopment agencies provides that property tax increment can continue to be collected and used to pay off these debt obligations. This function will be the responsibility of the City of Pleasant Hill, acting under the law as the Successor Agency to the former Redevelopment Agency. The Successor Agency cannot incur any additional debt, and exists only to wind down the affairs of the former redevelopment agency.

The Pleasant Hill Redevelopment Agency was administered over the years very efficiently, prudently and financially conservatively. As a result, its debt obligations are sound, and projections of property tax increment revenues in the former redevelopment project areas are more than sufficient to continue to service these debts until they are paid off.