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Pleasanton Today

October 31, 2014

The City of Pleasanton Newsletter

www.cityofpleasantonca.gov

Pleasanton, CA: One Great Place to Live!

City Gains National Recognition as One of Best Cities to Live

Pleasanton received national attention in September when two leading media outlets included our city on their lists of Best Places to Live. High-profile *Money* magazine included Pleasanton on two of its annual Best Places to Live lists: #31 on the publication's list of the Best Places to Live 2014 and #9 on its list of the nation's Top Earning Towns. The narrative referenced the city's high median household income and its top-notch schools.

Money's list is compiled in a months-long process that begins with 781 cities with populations of 50,000 to 300,000, and is trimmed down to just 50 cities. The final list is based on data such as education, crime rate, economic factors, cultural arts and recreation, and quality of life.

We were also honored to rank number four in a recent survey of America's 50 Best Cities to Live In conducted by *24/7 Wall Street*, a nationally recognized website targeting investors and the business community. The list was profiled in an article in the Wednesday, September 17, 2014 edition of *USA Today* newspaper and was mentioned on the Today Show!

The staff at *24/7 Wall Street* reviewed data on 550 cities with populations of 65,000 or more, as measured by the U.S. Census Bureau. The ranking was determined on the basis of variables such as crime, education, employment growth, leisure, infrastructure, environment, and housing affordability.

Pleasanton ranked highest on safety, with a 97.4% score in the category, not

surprising considering that violent crime per 100,000 residents is 68.2. Education in Pleasanton drew another high score, at 91%, along with economic indicators with an 84.7%. The median income in Pleasanton (\$112,000) is among the highest in the country, and the unemployment rate in the city is just 3.7%, one of the lowest rates nationwide. Several large business parks, including Hacienda, the largest in Northern California, provide employment for more than 40,000 workers in the city.

All three lists can be viewed at:

247wallst.com

<http://time.com/money/collection/best-places-to-live/best-places-to-live-3/>

<http://time.com/money/3318911/top-earning-towns-best-places/>



Moving Pleasanton's Historic Park into the Future

New Alviso Adobe Task Force Gets to Work

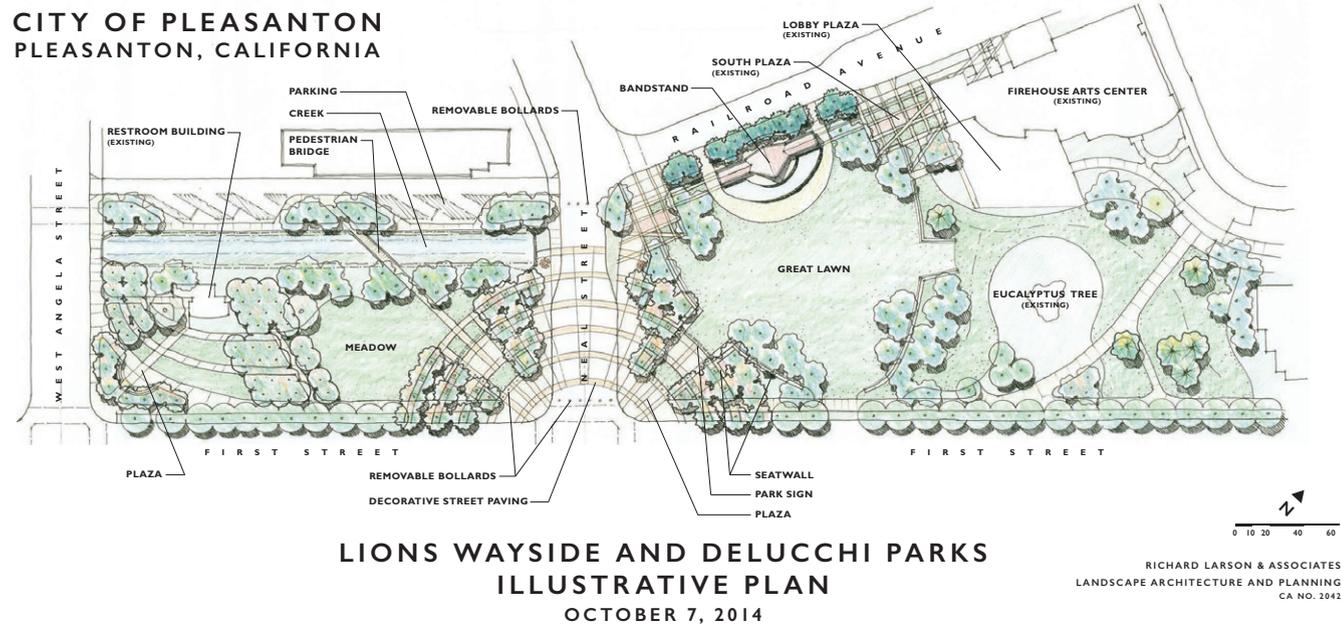
The newly formed nine-member Alviso Adobe Task Force sets to work this fall on its charge to develop a strategic plan that will address both programming and structural improvements for and around Alviso Adobe Community Park in a process that is expected to take approximately six months.

In addition to determining a focus for the future of the park, the newly formed Task Force may have the opportunity to consider how to incorporate the recent acquisition of two large parcels of open space which are adjacent and in close proximity to the Alviso Adobe. The City acquired the 22-acre historic Austin property off Old Foothill Road. The Austin property was once part of the Meadowlark Dairy, which was founded in 1919 and became the first California dairy certified for product purity and quality.

This dovetails with the recent acquisition by East Bay Regional Park District (EBRPD) of the 231-acre Castleridge property which shares a boundary with the Austin property. The City and EBRPD will collaboratively explore both long-term and interim access to the Pleasanton Ridge while ensuring that impacts such as parking, traffic, circulation, etc. are addressed.

The park, which opened six years ago following a significant renovation, has since hosted hundreds of class field trips to learn about the history of the site and its relevance to the region and the State. As California Historical Landmark No. 510, the Alviso Adobe is one of the few remaining adobes in Northern California, where at one time there were 700 such structures. Over time, most of the adobes have fallen to earthquakes and the ravages of weather. The renovation of the Alviso Adobe preserves it from this type of damage, and ensures that it will be a part of our region's history for many years to come.

CITY OF PLEASANTON PLEASANTON, CALIFORNIA



A New Master Plan for Lions Wayside and Delucchi Parks

Parks to Become a Gateway to Pleasanton's Historic Downtown

A new Master Plan developed for Lions Wayside and Delucchi parks will treat the two as one park and create a visually appealing entryway to downtown and the Firehouse Arts Center. It also includes a number of amenities designed to enhance the comfort and experience of those attending the many events held at the popular parks.

One such element is a new and larger bandstand that would be relocated adjacent to Railroad Avenue and next to the Firehouse Art Center's south plaza, complete with a larger stage area for performers,

a weather protective roof, and improved acoustics and lighting.

Pending an environmental review that began earlier this year, the Master Plan also recommends the removal of the drainage swale that currently divides Lions Wayside Park. This would create an audience viewing area in one large, gently sloping lawn, stretching from the bandstand to First Street. The environmental review and subsequent permitting of this component of the plan is critical to advancing the project, which is expected to take several years before construction is completed.

Creating a connection between the two parks in the form of a plaza area at the intersection of Neal and First Streets is another focus. New plazas on either side of Neal Street will provide the option to connect during special events and also serve as a central gathering and "outdoor lobby" area for community events.

The plan also calls for a more defined market pavilion area at the southeast corner of Delucchi to support special events such as the weekly Farmer's Market activities and also provide access into the meadow areas of Delucchi Park.

Upcoming Events

Tri-Valley Veterans Day Parade

Sunday, November 2 1:00 p.m.
Main Street in downtown Pleasanton

Pleasanton American Legion Post 236 hosts the 2014 Tri-Valley Veterans Day Parade on Sunday, November 2 at 1:00 p.m. on Main Street in downtown Pleasanton. Northern California's largest Veterans Day parade takes off from the Veterans Memorial Building at 300 Main Street and ends at St. Mary's Street and Main Street. Look for flyovers by Korean War era helicopters, the United States Army 191st Band, the Piedmont Bagpipe Band, and Color Guards from all branches of the service as well as local veteran organizations.



Chabot to Go!

Saturday, November 8 Two shows at 1:30 and 2:30 p.m.
Pleasanton Public Library

The Chabot Space and Science Center in Oakland brings hands-on space and science activities based on human space exploration, rockets, space shuttles and astronaut apparatus training. This free one-hour program is perfect for children in grades K-5. Tickets will be distributed in the Children's Area of the library one-half hour prior to each performance. For more details, please call (925) 931-3400, extension 3.



Holiday Spirit Stroll

Saturday, November 22 5:00-8:00 p.m.

Get your tickets now for the Pleasanton Downtown Association's second annual Holiday Spirit Stroll! More than 20 downtown merchants pair with local breweries, wineries and bars for a festive night sampling of beer, wine and cocktails. Just 750 tickets are available for the Holiday Spirit Stroll, priced from \$35 for early birds at pleasantondowntown.net and at select downtown locations. Don't forget to wear your ugliest holiday sweater! The event coincides with Magical Holiday Evening, downtown Pleasanton's annual holiday shopping extravaganza featuring live music, special offers and an early visit from Santa Claus.



2nd Annual Holiday Youth Music Festival

Saturday, November 29 2:00 p.m.
Firehouse Arts Center, 4444 Railroad Avenue

Enjoy a unique youth twist on the timeless tale of "A Christmas Carol", introducing Emilia Scrooge, a modern-day teen "reboot" of her crotchety male predecessor. Written and performed by local teens, this music saturated show presents a fun and familiar "bohemian" holiday parody and is perfect for families with children ages 4-17. For ticket information, please visit firehousearts.org.



California Newt Festival

Saturday, January 10, 2015 2:00-5:00 p.m.
Augustin Bernal Park

Newts are amazing creatures with the ability to regenerate limbs, eyes, spinal cords, intestines, jaws, and even hearts! Who newt they were here in Pleasanton? Come explore the forest with the City Naturalist and learn all about these intriguing amphibians: their habits, what they eat, and what is trying to eat them! Dress with the weather in mind, boots and rain gear might be wise. Enroll at pleasantonadobe.com.



The Foothill High School Marching Band leads the 2014 Hometown Holiday Parade on Saturday, December 6.

Pleasanton Hometown Holiday Celebration Slated for Saturday, December 6

New Starting Point for Annual Parade

The 2014 Hometown Holiday Celebration takes off on Saturday, December 6 with a colorful parade that lights up Main Street. The Foothill High School Marching Band will lead the parade at 5:00 p.m., this year starting one block ahead of previous years. The new parade route features the minor adjustment of a start-off point on Main between Del Valle Avenue and St. John Street, rather than the traditional parade start at St. John and Main Streets.

"A large crowd of spectators typically congregates along the section of Main Street by the

Cheese Factory and Handles, and we've had many requests to alter the route so that they can see the beginning of the parade," according to Michelle Dunaway, who coordinates the City's role in the event.

Following the popular community-based parade will be the lighting of a huge holiday tree in front of the Museum on Main and a community sing-along.

By the way, it's not too early to volunteer for this spectacular event! Volunteers are needed to serve as support with hospitality, stage decoration, parade check-in, parade formation, parade mar-

shals, setup/tear-down crew, and volunteer check-in.

Youth volunteers ages 13-17 are welcome to participate under adult supervision. Youth groups such as scouts are also welcome to apply provided that a designated number of adult volunteers participate to supervise the group. Eligibility for the specific volunteer activities will be determined and assigned by the volunteer coordinator.

Please visit hometownholiday.com to register online or to download a volunteer application. For more information, please call (925) 931-5352.

Don't Miss the City of Pleasanton's FREE Community Education Series

Topics Cover all Age Groups

The City of Pleasanton continues a free Community Education Series into 2015 with a broad range of topics that cover special education, homework, and transitions between school levels. Interested participants can register for the free programs online at pleasantonfun.com, or at the event.

The series was developed by the Community Services staff in conjunction with the Pleasanton Youth Commission to meet the goals of the Youth Master Plan. Conducting the presentations are professional counselors and advocates who are knowledgeable in the respective topic areas.

All programs are held in the large meeting room of the Pleasanton Public Library, 400 Old Bernal Avenue. The upcoming schedule includes:



Navigating Special Education
Parents and Homework: What is Your Role?
Real Friends vs. the Other Kind
Progressive Parenting for the 21st Century
Understanding Your Child's Learning
Building Resilience for Lifelong Success

Wednesday, November 5, 2014	7:00-8:30 p.m.
Wednesday, November 19, 2014	7:00-8:30 p.m.
Wednesday, January 21, 2015	4:00-5:00 p.m.
Wednesday, January 21, 2015	7:00-8:30 p.m.
Wednesday, February 18, 2015	7:00-8:30 p.m.
Wednesday, March 4, 2015	7:00-8:30 p.m.

For more information, please visit ptownlife.org/parent-education-series, or call (925) 931-3474.

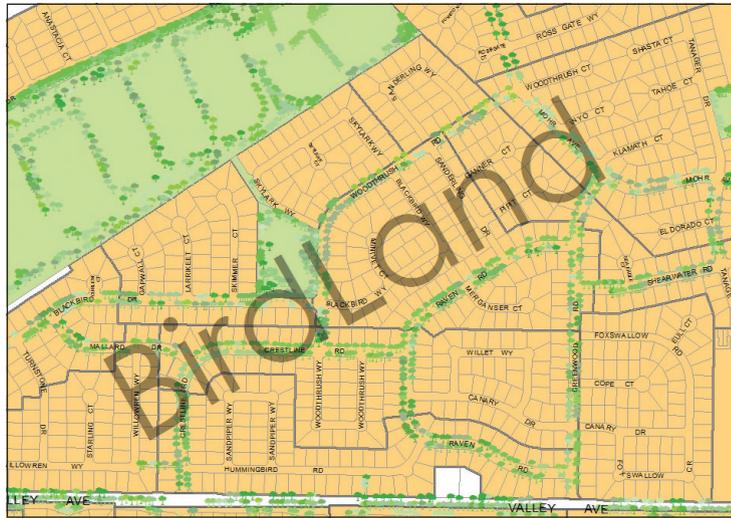
Pleasanton Police Department Unveils Nextdoor

The Pleasanton Police Department recently introduced Nextdoor, a private social network for neighborhoods that enables residents to communicate online, in a private secure website, to build stronger communities.

Nextdoor is a great way to share recommendations about local services such as babysitters, dentists, contractors, etc., or organize neighborhood events such as Neighborhood Watch programs and yard sales. Through your respective neighborhood site you can also report suspicious activities, help prevent crime, find lost pets, and get updates from the Pleasanton Police Department, such as safety tips and crime alerts.

Many neighborhoods in Pleasanton have already started Nextdoor sites with nearly 3,000 members representing 50 Pleasanton neighborhoods. Interested in joining? Just visit nextdoor.com and enter your address. If Nextdoor is available in your area, you can sign up immediately, or you can apply to bring Nextdoor to your neighborhood.

Nextdoor is free for residents and the Police Department. Each



Pleasanton neighborhood has its own private Nextdoor neighborhood website, accessible only to residents who must verify their residency in that neighborhood. Neighborhoods establish and self-manage their own Nextdoor websites and the Police Department will not access residents' websites, contact information, or content. Information shared on Nextdoor is password protected and cannot be accessed by those outside the

neighborhood or found on Google or other search engines. In addition, Nextdoor never shares personal information with third parties.

The Pleasanton Police Department also uses Facebook, Twitter, and Nixle to deliver important public safety messages. Nextdoor will further support their outreach efforts by providing an interactive way to communicate with residents regarding issues that are affecting their particular neighborhoods.

New Membership Program at Firehouse Arts Center

Become a member of the Firehouse Arts Center! The Firehouse Arts Center is more than just your intimate hometown theater; it's your local connection to the world of literary, visual and performing arts. As a member, you'll enjoy a variety of exclusive member benefits, while experiencing all that the Firehouse Arts Center has to offer. Choose from one of three membership packages on the Firehouse Arts Center website at firehousearts.org!

FIREHOUSE
ARTS CENTER™

setting the
ARTS on FIRE™



Price: \$50

- 15% discount at select downtown merchants
- 4 - Free drink vouchers good at any show
- Firehouse sticker
- Subscription to bi-monthly firehouse newsletter
- Recognition in program for annual Member Thank You Dinner
- 2 for 1 emails for day of show tickets (certain shows apply)



Price: \$125

All of the benefits of the Cast Members Level PLUS:

- 10% Discount off ALL ticket purchases
- Firehouse bag
- 2 - Additional drink vouchers (6 total)
- Invitation to wine & cheese reception prior to start of season



Price: \$200

All of the benefits of the Cast Member and Director Level PLUS:

- Firehouse acrylic tumbler
- 2 - Additional drink vouchers (8 total)
- Invitation for 2 for the Annual Member Thank You Dinner (Dinner served in cabaret style in the theater)
- Meet and greet with select artists

Membership valid for one year from purchase date.

Purple Pipe is Coming to Pleasanton

Recycled Water Will Irrigate Sports Park

Recycled water is a solution that would provide a reliable and locally controlled water source to irrigate Pleasanton parks and other large commercial water users that have separate irrigation meters. With more than 42 thirsty parks needing water, and the large commercial area that is the Hacienda Business Park, City staff is moving forward to begin the first phase of a plan to create a

recycled water infrastructure for its biggest park, the 22-acre Ken Mercer Community Sports Park.

In mid to late 2015, the project will be in construction and by summer, the 86 million gallons of water needed annually to maintain the Sports Park will be recycled!

By the summer of 2016 recycled water should be available in most of the Hacienda business park.



Water Conservation When it's Raining

Conservation is the New Norm

Pleasanton residents and businesses stepped up to the plate and reduced water consumption by a whopping 33% over the same summer period in 2013. As of October 20, we have saved 1.393 billion gallons of water in calendar year 2014, compared to the same period last year!

Over the summer, the conservation effort was obvious throughout Pleasanton; the majority of lawns – from parks to residential homes – were browning in patches from water stress. Meanwhile, approximately 300 garden-dedicated residents signed up to pick up recycled water from the free Residential Recycled Water Fill Station program hosted by the Dublin San Ramon Services District, some making three trips a day to pick up more recycled water to keep their yards green!

So, as we head into the traditional “rainy” season in California, how do we adjust our water conservation efforts? Well, because plant metabolism slows and begins a dormant period, most won't need supplemental water from November into the long, dry periods of spring. As a result, under the City's Stage Three water conservation ordinance, October

also marks a change in permissible watering frequency not to exceed one day per week (as opposed to two days in the summer season) on outdoor landscaping, through March.

In the short-term, even if this winter and spring are really wet with a substantial snowpack, we can expect that some level of conservation effort will be required in 2015. This is because the State's reservoirs, particularly Lake Oroville, the reservoir *our* water supply relies so heavily upon, is so depleted that it is only at 30% of capacity.

In the long-term, being water efficient simply needs to be a way of life in California. Natural fluctuations in the water supply are normal, and with Climate Change underway, the fluctuations towards water shortage are projected to become even *more* frequent. The California Energy Commission projects the Sierra snowpack to decline 25-40% by 2050 due to climate change effects.

For more information, or to learn more ways to reduce the water usage in your home or business please call the City of Pleasanton Water Conservation Hotline at (925) 931-5504 or visit PleasantonWaterConservation.com.

Pleasanton Cultural Arts Council Presents: 'A Night to Remember'

Don't miss 'A Night to Remember' presented by the Pleasanton Cultural Arts Council on Saturday, January 24, 2015 at 8:00 p.m. at the Amador Theater. Internationally acclaimed Russian pianists Tamriko Siprashvili and Temirzhan Yershanov team up for an unforgettable night of music.



Pianists Tamriko Siprashvili and Temirzhan Yershanov present 'A Night to Remember' on January 24 at the Amador Theater.

The two master pianists were born miles and worlds apart in countries in which their cultures, customs and traditions widely differ. Tamriko was born and raised in the Republic of Georgia and Temirzhan in Kazakhstan. Both are gifted musicians, both were educated at the prestigious Moscow Conservatory, both studied under the renowned Mikhail Voskregensky, both are winners of the Gold Medal at the prestigious Robert Schumann International Piano Competition in Zwicken, Germany, and both now call the

East Bay home.

Once this discovery was made the idea was born -- a concert to reunite their extraordinary training and remarkable talent. For the first time, these two musicians will be performing together. Join us for this one-of-a-kind event! All proceeds will support Art in the Schools. To purchase tickets, please visit firehousearts.org.

SAFETY CORNER

Is Your Home Safe for the Holidays?

Festive family meals, a brightly decorated tree and a warm, cozy home are all hallmarks of the upcoming holiday season. A little bit of preventative attention toward each will take you through this period safely.

First, eliminate possible heating hazards by keeping fixed and portable space heaters at least three feet from anything flammable, such as newspapers, furniture, clothing, bedding, and yes, even people! Be sure to also plug heaters directly into an outlet, not an extension cord.

Did you know that buildup on chimney walls is the leading cause of chimney fires? Be sure to get your furnace and chimney inspected annually before the cold weather season begins. Only burn dry, seasoned wood and never burn trash or paper in a fireplace; burning paper can float up your chimney and onto a roof or into a yard.

Install your holiday tree in a large, deep, non-tip stand well away from fireplaces, exits and



heat sources and give it a constant supply of water — check the level daily. If your tree dries out, remove it promptly and store it away from your home until you can dispose of it.

In addition to heating fires being a concern in the coming months, we would like to remind you that cooking fires are the leading cause of fires all year round. This time of year, whether you are cooking up a large turkey feast or simply a

soup to warm up on a cold day, it's important to stay in the kitchen when frying, grilling, or broiling. Unattended cooking is the leading cause of cooking fires.

Finally, test all smoke alarms and carbon monoxide detectors to ensure that they are working. Smoke alarms that are properly installed and maintained play a vital role in reducing fire deaths and injuries.

Have a safe holiday season!



It's a wrap! Another fabulous summer in Pleasanton!

- City Council 931-5001
- Jerry Thorne**, Mayor
- Jerry Pentin**, Vice-Mayor
- Karla Brown**, Councilmember
- Cheryl Cook-Kallio**, Councilmember
- Kathy Narum**, Councilmember
- City Manager 931-5002
- Nelson Fialho**
- City Attorney 931-5015
- Jonathan Lowell**
- Business License 931-5440
- City Clerk 931-5027
- Economic Development 931-5042
- Facility Rentals 931-5340
- Graffiti Hotline 931-5245
- Human Resources 931-5048
- Job Hotline 931-5056
- Library 931-3400
- Community Services 931-5340
- Pet Licenses 931-5425
- Pleasanton Senior Center 931-5365
- Police/Fire Emergency 911
- Non-Emergency Fire 454-2361
- Non-Emergency Police 931-5100
- Operations Service 931-5500
- Water/Sewer Billing 931-5425

Pleasanton Today

Pleasanton Today is published for residents and businesses of Pleasanton and reports on issues and events that affect our city. You are encouraged to contact us with your questions and comments. Please direct all correspondence to:

Joanne Hall, Public Information Officer
 P.O. Box 520, Pleasanton, CA 94566-0802
 (925) 931-5044
jhall@cityofpleasantonca.gov

City Meetings

All meetings are held at the City of Pleasanton Council Chamber, 200 Old Bernal Avenue, unless otherwise noted. Meeting dates and/or times are subject to change, please check www.cityofpleasantonca.gov calendar for current meeting information.

- City Council** First and Third Tuesday of the month, 7:00 p.m. (televised on Comcast cable channel 29)
- Bicycle, Pedestrian & Trails Committee** Fourth Monday of the month, 6:30 p.m. held at Pleasanton Senior Center, 5353 Sunol Boulevard
- Civic Arts Commission** First Monday of the month, 7:00 p.m.
- Economic Vitality Committee** Third Thursday of noticed months, 7:30 a.m. held at Operations Service Center, 3333 Busch Road
- Energy and Environment Committee** Fourth Wednesday of every other month, 5:00 p.m. held at the Operations Service Center, 3333 Busch Road
- Housing Commission** Third Thursday of the month, 7:00 p.m.
- Human Services Commission** First Wednesday of the month, 7:00 p.m.
- Library Commission** Second Thursday of the month, 7:00 p.m. held at Pleasanton Public Library, 400 Old Bernal Avenue
- Parks and Recreation Commission** Second Thursday of the month, 7:00 p.m.
- Planning Commission** Second and Fourth Wednesday of the month, 7:00 p.m.
- Youth Commission** Second Wednesday of each month during the school year, 7:00 p.m. held at Operations Service Center, 3333 Busch Road, Conference Room

