

Newark News



Official Publication of the City of Newark, California

Fall 2014

Newark City Council places Measure Y on the November ballot

In 2010, Newark voters approved a 3.5% Utility Users Tax (UUT) on utility services (electricity, natural gas, telephone/cell phone, and cable T.V., not satellite or internet).

Revenues generated from the tax allowed the City to maintain and restore many important City services and programs that were eliminated due to recessionary budget cuts. This included restoring programs and service levels in police, parks and landscape maintenance, recreation and community services and community preservation as well as re-opening the Senior Center and restoring funding for the Ash Street Summer Nutritional Program for at-risk youth. Revenues have also provided funding for City-wide capital improvements as well as rebuilding the City's depleted reserves.

City budget forecasts indicate that significant budget deficits will occur when the existing revenue measure is scheduled to sunset. This would require the City to once again make significant service and program cuts in order to balance the budget. In response, on June 30, the Newark City Council voted unanimously to place a revenue measure extension on the November 4 election ballot as Measure Y extending the existing

UUT for an additional five years and lowering the rate from 3.5% to 3.25%.

By law, revenues from Measure Y must be used in Newark and cannot be taken by the State of California or Alameda County to balance their budgets. Measure Y provides Newark with a reliable local revenue source for City services and programs with requirements for independent financial audits and reports to the community on how the funds are being spent.

Measure Y will continue to include an exemption for senior citizens seventy (70) years of age and older and for low-income residents who are enrolled in the PG&E CARE Program. Eligible senior citizens and low-income residents who are interested in filing for an exemption need to complete an exemption application and submit it to the City's finance office for approval. Residents who are currently exempt would not need to re-apply to request an exemption should the revenue measure pass in November. The City will automatically roll existing exempt residents to the new revenue measure.

Residents with questions regarding Measure Y may contact Laurie Gebhard at (510) 578-4392 or by email at laurie.gebhard@newark.org.

City of Newark Hours of Operation and Contact Information

Newark Civic Center
37101 Newark Blvd. (510) 578-4000
Monday - Friday* 8:00a - 5:00p

Newark Community Center
35501 Cedar Blvd. (510) 578-4852
Facility rentals only

Newark Senior Center
7401 Enterprise Drive (510) 578-4840
Monday - Thursday 9:00a - 3:00p

Silliman Activity and Family
Aquatic Center
6800 Mowry Avenue (510) 578-4620

Monday - Friday 6:00a - 9:00p
Saturday 7:00a - 7:00p
Sunday 7:00a - 5:00p
Call for holiday hours/closures and for specific programs and/or open swim times or check our website at www.newark.org.

**Due to budget cuts City offices are closed on alternating Fridays.*

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Newark OktoberFest

Willkommen! Please join your friends and neighbors at the 2nd Annual Newark OktoberFest, presented by the Newark Chamber of Commerce and Swiss Park, from noon to 6:00 pm on Saturday, September 27.

Newark OktoberFest is well on the way to becoming one of the area's favorite annual events, held in the picnic grove at Swiss Park, 5911 Mowry Avenue, Newark. Everyone gets to be "German for a Day!" There will be live music and dancing (oh yes, there will be polkas!), games and contests for kids big and small; local vendors and a German makes car exhibition; superb German beer and authentic OktoberFest fare including bratwurst, sauerkraut, apple strudel, pretzels and more; and, because "chocolate" goes quite wonderfully with "beer," plan on encountering some unique chocolate delights!

So put on those dirndls and lederhosen – yes, dress up and get into the swing! You might also practice your Chicken Dance and polka before you come, just so

you won't be embarrassed. Wait a minute – everyone is embarrassed when doing the Chicken Dance – that's the point! Can you yodel? Would you like to try? This could be your shot at fame; maybe we'll have a Karaoke Yodeling Throw Down! It's fun, it's silly, it's OktoberFest!

Special presale ticket deal – 30% off \$20.00 combo ticket (only \$14.00 before the event). Combo tickets include admission, OktoberFest mug and first beer. You can purchase tickets from the Newark Chamber of Commerce, Swiss Park, or, easiest of all, online at www.NewarkOktoberFest.com. Admission for non-drinkers or kids at the gate is \$5.00. The event is sponsored by Newark Recycles, Washington Township Healthcare Foundation, NewPark Mall, Republic Services, Masonic Homes of California and more. Limited vendor spaces are available, download application from the website <http://newark-chamber.com>.

If you have any questions or for additional information, please call (510) 744-1000.

Mercy Brown Bag Program

Seniors 60 and older; are you in need of extra food to help get through the month? The Mercy Brown Bag Program is a food distribution program for low-income seniors offered twice a month at the Newark Gardens (Senior Satellite Homes, Multipurpose room II), 35322 Cedar Boulevard.

Criteria for eligibility is as follows:

- Seniors age 60 and above
- \$1,459 monthly income or less for a single person
- \$1,966 monthly income or less for a household of two
- \$2,474 monthly income or less for a household of three or more
- \$10 annual voluntary donation to the program
- Picture identification, proof of age and income

Please call (510) 578-4845 for more information.

Dog Walker Watch Program

The Newark Police Department is pleased to announce we are participating in the Dog Walker Watch program. The Dog Walker Watch (DWW) is a crime awareness program sponsored by the National Association of Town Watch (NATW) that encourages dog walkers nationwide to serve as "extra eyes and ears" for local law enforcement agencies. There are dozens, if not hundreds, of dog walkers throughout

the community who are often preoccupied with texting, chatting, emailing, and phone calls during their neighborhood walks. Dog Walker Watch trains these individuals on how to effectively observe and report criminal activity. For more information on the program please contact Tim Jones at (510) 578-4209 or email him at tim.jones@newark.org.

15th Annual Health Faire for seniors

The 15th Annual Health Faire for seniors is quickly approaching. The event will be held on Tuesday, October 7, 9:00am to 12:00pm at the Silliman Activity and Family Aquatic Center, 6800 Mowry Avenue. Many healthcare and senior wellness information providers will be on hand to offer resources. Flu vaccinations will be FREE for those on MEDICARE. Please bring your Medicare health insurance card for the flu vaccination



A Crime Awareness Program
Join Newark - Sign-up Today!

510-578-4209
tim.jones@newark.org



Be the eyes and ears of the community when walking your dog.

NewPark Mall renovations update

NewPark Mall is on the rise; check it out! The NewPark Mall is one of the largest malls in the bay area and houses more than 100 stores including Macy's, J.C.Penny, Sears, Burlington Coat Factory, Coach, Red Robin, Victoria's Secret, Forever 21 and many, many more.

Construction is underway on the renovation of the NewPark Mall. In the first phase of the project now under construction, the former Target building is being replaced with a state-of-the-art AMC movie theater equipped with the latest IMAX and AMC Prime technology. The 12-screen theater will feature stadium seating with automated recliners and will serve high-quality food and beverages.

In addition to the theater, two exciting new restaurants are being constructed. "John's Incredible Pizza" is a 60,000-square-foot pizza restaurant with a family entertainment area, and "Toby Keith's I Love This Bar & Grill" is a country-western themed restaurant and entertainment venue.

This is the first phase of the mall owner's plan to redefine

the mall's ambiance by revitalizing and reconfiguring mall space to accommodate exciting new stores, entertainment, and restaurants. This first phase will feature an all new exterior on the mall's eastern side facing I-880 to create a vibrant day and night time experience. A gleaming glass cinema lobby will replace the once blank Target storefront.

The mall owners have already completed some interior improvements and added free Wi-Fi throughout the mall. They plan to add new and exciting stores soon.

The NewPark Mall and its retailers will remain open for business throughout the duration of the project.

Please remember that supporting Newark stores and restaurants provides jobs for area residents and revenue to support services for residents. So support your community, shop local, shop Newark! Shop NewPark!



Gleaming new theater will herald renaissance at NewPark.

Corporate Games

Does your company have good teamwork? Join the City of Newark's Corporate Games!

- Mark your calendars for October 6-17, 2014
- Join the City of Newark's Corporate Games
- Participate with your co-workers in sports including: Dodge ball, 9-Hole Golf, Volleyball and much more.
- Fee:\$25/Participant
- Complete a registration package, available online at www.newark.org

For more information contact Bryan Cobb at (510) 578-4407 or e-mail at bryan.cobb@newark.org.

Learn to swim

Drowning is the nation's leading cause of accidental death for children under 14. To proactively attack this problem, the Silliman Family Aquatics Center teaches more than 7,500 childrens per year the fundamentals of swimming!

Research shows that children who learn water safety skills also reap benefits in overall cognitive, physical and emotional development, and it may also save their life!

- Fall Sessions September – November
- We offer Group, Semi-Private or Private Lessons
- American Red Cross Learn to Swim Program
- Check our website for the program schedule

To register for swim lessons visit us online at www.newark.org.



Bulletin Board

City Offices closed

- Veterans' Day – City offices will be closed Tuesday, November 11, 2014.
- Thanksgiving – City offices will be closed Thursday and Friday, November 27 and 28, 2014.
- Christmas/New Year - City offices will be closed Wednesday, December 24, 2014, through Thursday, January 1, 2015. Police and Fire services, along with the Silliman Activity Center and Aquatic Center, are not affected by this action.

Operating hours

City offices are closed on alternating Fridays. The Fridays affected through December 2014 are September 26; October 10 and 24, November 7 and 21; and December 5 and 19, 2014. Police and Fire services, along with the Silliman Activity Center, are not affected by this action.

Mayoral and city council candidates forum and luncheon

October 16, 2014, at the DoubleTree by Hilton. Here's a chance to meet and network with the candidates, enjoy an excellent lunch, and hear comments from each candidate regarding their goals, key issues and positions. Tickets and more information will be available beginning September 22 at the Newark Chamber of Commerce. Please call (510) 744-1000.

Floating Pumpkin Patch and Haunted House

Join us at the Silliman Center for the Floating Pumpkin Patch and Haunted House...

- Saturday, October 25, 1:00 – 3:00pm
- Enjoy a spooky swim among floating pumpkins
- First 100 participants receive a free pumpkin + admission to haunted house
- Fee: Regular Rec Swim Fee + Additional \$3 added to Admission

For more information call (510) 578-4620.

Full Time Licensed Child Care Center for Preschoolers

Located at the Newark Community Center, 35501 Cedar Blvd.

Providing 3-5 year olds a safe, happy learning environment for 20+ years

Mon.-Fri.,
7:00am-6:00pm
Child Care with the
added classroom
learning experience
of Preschool!



Newark Recreation and Community Services Department



Check us out
on facebook,
yelp, or at
www.newark.org
(search: *child
care center*)
(510) 578-4438



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