

# Newark News

 Official Publication of the City of Newark, California

Summer 2014

## Utility User Tax update and exemption renewal

In November 2010, the voters approved Measure U, a 3.5% Utility User Tax (UUT) within the City of Newark. The tax is applied to electricity, natural gas, telecommunications and cable television services. In early 2011, the City Council adopted a Budget Restoration Plan to use the UUT revenue to reinstate some of the City services and programs that had been severely cut. The revenue was also used to begin to rebuild the City's depleted reserves. The Restoration Plan has been in effect for almost 3 years now and has successfully increased police services, improved parks and landscape maintenance, increased street sweeping, re-opened the Senior Center, resumed funding for the Ash Street Summer Program, funded school crossing guards, increased community preservation services, and provided funding for equipment replacement and capital improvements. Not only did the UUT fund the Restoration Plan, it is now helping to support the base services of Police, Fire, Parks and Streets Maintenance, Development Services, Administration and Recreation.

In fiscal year 2013-2014, the UUT is expected to generate about \$3.4 million in revenue for the City. This is almost 9% of the City's total operating revenue. The tax is scheduled to sunset at the end of December in 2015. Unfortunately, the recovery from the "Great Recession" has been slower than

previous recessions and the other major City revenues (property and sales tax) have not grown enough to render the UUT unnecessary. Despite the City's continued conservative budgeting practices, in the years following the expiration of the UUT, the City is projecting large budget deficits. This would require the City to make significant service and program cuts in order to balance the budget.

The UUT ordinance allows for low income and senior citizens to apply for an exemption to the tax. These exemptions are renewed annually or semiannually, respectively. As a reminder, low income exemptions require the applicant to be enrolled in the PG&E CARE Program. A copy of your most recent PG&E bill must be included with the renewal response. If you are a senior citizen, 70 years of age or older, or are enrolled in the PG&E CARE program and you have not registered for an exemption and would like to, you will need to complete an exemption application. Applications are available in the City's Finance Department, located at 37101 Newark Boulevard or may be accessed from the City's webpage at [www.newark.org](http://www.newark.org). If you have any questions or need additional information about the exemption process, please contact Laurie Gebhard at (510) 578-4392 or by email at [laurie.gebhard@newark.org](mailto:laurie.gebhard@newark.org).



### Celebrating 10 Years of Success!

A different theme each week throughout the summer

Free SEASON PASS giveaway each week

Thursday, July 10... Rollback prices, giveaways, raffles

Thursday, July 3... Cardboard Boat Races

Friday, August 22... Splash in Movie Night

Commemorative T-shirt available for purchase

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## Alameda County Water District declares water shortage emergency

### Mandatory water use restrictions on outdoor irrigation

Due to the ongoing drought, the Alameda County Water District can no longer meet ordinary water demands without depleting the available supply or reducing its quality. As a result, on March 13, 2014, the ACWD Board of Directors declared a water shortage emergency within Newark, Fremont, and Union City and adopted an ordinance that includes mandatory water restrictions.

The ordinance outlines both mandatory restrictions and water use guidelines to reduce water use. The following practices are prohibited:

- Irrigation that results in ponding, flooding, or excessive runoff
- Draining and subsequent refilling of swimming pools
- Use of non-recycling decorative water fountains
- Using hoses without quick-acting positive shutoff nozzles
- Hosing off sidewalks, driveways, etc.

Outdoor irrigation accounts for nearly 40-50 percent of the water used by the average household. Reducing irrigation of landscape can greatly reduce water demands.

During the months of June through September, outdoor irrigation is limited to no more than two days per week. When irrigating, please be mindful of watering schedules to prevent runoff - irrigating before 10 a.m. is suggested.

The Alameda County Water District offers water conservation information, resources, rebates, and incentives for residential and business customers. For more information and for a complete copy of the Water Shortage Emergency Ordinance, please visit the online Drought Resource Center at [www.ACWD.org](http://www.ACWD.org).

## Citywide park pathway resurfacing for ADA access

The City of Newark recently completed a project to improve access for disabled persons at many of the City's parks, including Jerry Raber Ash Street Park, Birch Grove Park, Civic Center Park, Community Center Park, Lakeshore Park, Mayhews Landing Park, Mirabeau Park, and Sportsfield Park. More than 4.7 miles of park pathway was resurfaced with an asphalt concrete overlay. The project also included nearly 4,000 square feet of new concrete sidewalk, new ADA-compliant wheelchair accessible

ramps, and installation of root barriers to extend the life of the pathway improvements. The end result is a vast improvement to the City's park infrastructure that significantly improves access for disabled persons and all park users. Visit a park near you and enjoy the improved pathway! This project was funded primarily with Community Development Block Grant (CDBG) funds.

## Water shortage emergency compliance

### What is the City doing to comply with the Water Shortage Emergency?

Cities are major Alameda County Water District customers. The City of Newark maintains 122 acres of parks and 56 acres of other street landscaping in addition to maintaining over 15,000 trees citywide. Water conservation has always factored into management of the City's landscape amenities. Additional cutbacks are now required to address the ongoing drought.

To comply with the current mandatory water restrictions, the City is taking the following actions:

- For turf at sports fields or other active recreation areas within parks, irrigation will be limited to not more than 3 days per week in the summer and 2 days per week for the rest of the year.
- For all other City landscaping, irrigation will be limited to not more than 2 days per week in the summer and 1 day per week for the rest of the year.
- The City's automatic irrigation systems will continue to be maintained and managed for the most efficient watering. Some repairs outside of the regular watering schedule will occur.
- Maintenance staff will use a water truck to water selective trees in areas where there is no irrigation system.
- The water features at Byington and Birch Grove Parks will not be operational.

The impacts to the City landscape will be significant: turf will turn brown, leaves of shrubs will dieback and trees may be distressed. With winter rains next season, some landscaping may recover.

If you notice broken or misdirected irrigation heads or have questions about the City's response to the mandatory restrictions, please contact [www.maintenance@newark.org](http://www.maintenance@newark.org) or call (510) 578-4806.

## NewPark Mall Renovations

The owner of the NewPark Mall, Rouse Properties, in partnership with the City of Newark, has announced a major renovation of the mall that will create the East Bay's premier retail, dining and entertainment experience.

In the first phase, an entertainment promenade will be created. Rouse has signed 140,000 square feet of leading entertainment tenants, including a 12-screen AMC movie theater equipped with the latest IMAX and AMC Prime technology. The 55,000-square-foot theater will feature stadium seating with automated recliners and will serve high-quality food and beverages. The country-western music themed Toby Keith's I Love This Bar & Grill and John's Incredible Pizza will also be part of the promenade.

The 1.1 million-square-foot NewPark Mall is home to more than 150 specialty stores including Macy's, Coach, Hollister, The Body Shop, Victoria's Secret, New York & Co., Forever 21 and the Disney Store. The center also features more than 20 casual-dining and fast-casual restaurants.

Rouse Properties will redefine the mall's ambiance by revitalizing and reconfiguring more than 100,000 square feet of existing mall space to accommodate exciting new exterior facing entertainment and restaurants, creating an attractive and highly visible streetscape from I-880. The entertainment promenade will feature an all new exterior on the mall's eastern side to create a vibrant day and night time experience. A gleaming glass cinema lobby will replace a once blank department storefront. Seating areas are planned along a well-lighted landscape promenade to set the stage for the newly signed entertainment tenants.

Mayor Alan Nagy added, "We are excited to collaborate with Rouse Properties on the revitalization of NewPark Mall to create a thriving retail center that will yield great benefits for the City of Newark and better serve the

shopping, dining and entertainment needs of the local community."

To complement the entertainment promenade, a newly designed, two-level restaurant pavilion is planned at the mall's center to create a more dynamic dining environment. Eateries will feature new and favorite dining offerings amid contemporary designs of stone, dimensional paneling, tile and glass. The exterior will feature double height glass walls and indoor-outdoor dining. Inside, an open-air plaza with movable window-walls will provide flexibility to create an exterior area for farmers markets, impromptu performances and seasonal events. New escalators will connect the dining terrace and cinema to make it easier for customers to move about the mall.

To finance the revitalization of NewPark, Rouse and the City of Newark entered into an Economic Incentive Agreement in support of Rouse's redevelopment plans which are intended to attract high-quality, tenants that will make the mall more productive and better serve the shopping, dining, entertainment and lifestyle needs of the community.

Construction is expected to commence by summer 2014. NewPark Mall and its retailers will remain open for business throughout the duration of the project.

Some of the features of the program are:

**Incident mapping:** This is a pin mapping for historical RIMS data with the user picking the date span to be mapped.

**Crime mapping:** This is the common crime pin mapping feature where the user picks a date frame and the crime types/categories to be mapped. For RIMS, crime data equates to cases. Clicking on a mapped case icon shows more info about the case. Officers and citizens alike have found this tool to be amazing. Officers can get real time statistics and information of what happened when they were out of town. Citizens have reported using this feature to prevent crimes and make themselves aware of the crimes in their immediate neighborhoods.

**Arrests:** An arrest log displays arrests for the past 30 days. The log displays basic information, but rolling the cursor over a listed arrest shows personal data (allowed by statute/law) and the mug shot of the arrestee. Yes, you can see booking photographs and get to know those in our community who are committing crimes.

**Stolen Vehicles:** This lists recently stolen vehicles.

**Alerts:** This feature lets site visitors subscribe to a free service that emails new incident/crime data on a daily or weekly basis to them. This is a very popular feature that many residents have enjoyed and have commented on receiving these timely updates.

We have incorporated a wide variety of fields as part of the mapping feature. Please take a few minutes and play with the multiple tabs and crime types. By limiting the crimes or calls for service you can search a broader range of dates and really see what is happening in your neighborhood.

The link to the site is located at: <http://npd.crimegraphics.com/2013/default.aspx>.

The link can also be located on the Newark Police Department's web page <http://www.newark.org/departments/police/>.

## Citizen RIMS

The Newark Police Department, in cooperation with Sun Ridge Systems, is pleased to introduce Citizen RIMS. Today, the public is used to being able to look up just about anything on the Internet, which includes "government" information. The Newark Police Department knows publishing such information is good public relations. There is also the benefit of saving personnel time, by reducing the number of requests for information they must handle. The Citizen RIMS software lets the public view crime data available via the Internet. The idea is to make as much information available to the public in an easy to use and attractive web site.



# Bulletin Board

## City Offices closed

- Independence Day, July 4 – City offices are closed
- Labor Day, September 1 – City offices are closed..

## Operating hours

City offices are closed on alternating Fridays. The Fridays affected through September 2014 are June 20; July 4 and 18; August 1, 15, and 29; and September 12 and 26, 2014. Police and Fire services, along with the Silliman Activity Center, are not affected by this action.

## Music at the Grove

Free! Friday night concerts, 6:30 pm - 8:00 pm, on-the-green at Shirley Sisk Grove, Cedar Boulevard at NewPark Mall. Bring a blanket or low-back chair. June 27 - Pop Fiction, July 25 - The Fundamentals, July 11 - Big Bank Beat, August 8 - Caravanserai

## Sixth Annual SummerFest

July 12 and 13 will find the hearty festival goers of Newark and surrounding areas enjoying once again the sun, fun, food, and live music and entertainment -- all to be found at the 6th Annual SummerFest, held at NewPark Mall, Newark. There are play areas and activities for the young at heart in the family at KidZone, including the ever favorite giant bounce, climb and slide inflatables, games, face painting and entertainment plus, some very, very cute animals just waiting to nuzzle little people who can't resist petting them. Enjoy strolling through the vendor booths, while you enjoy your selection from a variety of microbrews and wines. Kick back and relax to the music of regional bands – or get up and dance your cares away! On Saturday stroll through a gorgeous display of tenderly restored and detailed cars and trucks at the Classic Car and Truck Show presented by Classic Cruisers, and on Sunday, start your morning with some leisurely wandering and shopping at the Farmers' Market before you jump into all there is to offer at the 6th Annual SummerFest! Bring your friends, bring your family and bring an appetite for all things festive and wonderful! – Presented by the Newark Chamber of Commerce, with the support of many sponsoring businesses and organizations who care about community. For more information visit [www.newarksummerfest.com](http://www.newarksummerfest.com), or contact the Chamber of Commerce at 510-744-1000

## Full Time Licensed Child Care Center for Preschoolers

Located at the Newark Community Center, 35501 Cedar Blvd.

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Newark Recreation and Community Services Department



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