

Annual Report 2011



City of Concord
Annual Year-End Report
Fiscal Year July 1, 2009 – June 30, 2010

Letter to Residents



Youngsters in a Mad Science class participate in an experiment

Cautious Optimism

After years of budget, service and staff reductions, the City is poised to enter a more stable period in which the City Council can move forward with a cautious sense of optimism. However, while City leaders and residents have been working diligently to establish a solid foundation for the future, the State continues to present a threat of as yet unknown proportions to the City's fiscal stability.

The voters of Concord passed Measure Q in November 2010. The measure provides a half-cent sales tax increase that will sunset in five years. The additional revenue will provide an opportunity for the City Council to move from managing a budget in crisis to taking a more considered approach in bringing the City back to financial stability, assuming the State balances its budget without taking additional revenues from the City.

In November, the voters also elected two new City Councilmembers, with a third new member coming on board in February. With two incumbents and three newcomers, the Council will have an opportunity to look at some old issues with new eyes, and carry forward the good work done in previous years.

We present this annual report to you, the residents of Concord, as part of the City's on-going commitment to transparency and accountability. For those interested in reviewing the City's budget documents, please visit www.cityofconcord.org/citygov/finance/budget or contact the Finance Department, (925) 671- 3178.

Respectfully,
Mayor, City Council, City Treasurer
City Manager
City Attorney
City Employees



Awards and Recognition

2010 Project of the Year: The Galindo Creek Trail Gap Closure and Ygnacio Valley Road Slide Repair project received the Northern California Chapter of the American Public Works Association's 2010 Project of the Year – Transportation award.

2010 Environmental Project of the Year
The Concord Water Conservation project received the Northern California Chapter of the American Public Works Association's (APWA) 2010 Project of the Year – Environment award. The City saved almost 10 million gallons of water in summer 2009.

Tending the community forest

Concord was named a Tree City U.S.A. by the National Arbor Day Foundation for the 29th year. This national award honors Concord's commitment to its community forest. Park Services maintains 1,080 acres of open space and 379 acres of developed parkland.

Fiscal Accountability

Concord received the "Excellence in Financial Reporting" award from the Government Finance Officers Association (GFOA) for the 18th consecutive year for the June 30, 2009 Comprehensive Annual Financial Report.

State-wide Traffic Safety Award

Corporal Eric Olson received a state-wide Office of Traffic Safety Award for Traffic Safety Excellence. He was one of only 10 officers in California to receive the award. The Concord Police Department arrested nearly 1,000 DUI drivers in 2009.

On the cover, clockwise from top left:

The Contra Costa County Horseman's Association, celebrating its 75th year, line up to provide the color guard for the California Symphony concert held September 11

Visitors stroll through the Farmers' Market in Todos Santos Plaza

Two boys have fun in one of the City's youth programs

Residents play the Penny for your Thoughts game at a Living Within Our Means workshop on budget priorities

Measure Q and the “New Normal”

The City of Concord is thankful to the voters who passed Measure Q, the November 2010 ballot initiative that provides for a half-cent sales tax increase which sunsets in five years. The additional revenue to the City means that further proposed reductions to public safety, parks and road maintenance, and programs for seniors and youth shouldn't be necessary.

The passage of Measure Q demonstrates that voters value the services provided by the City and are willing to back that sentiment at the voting booth. The City's tradition of 10-year financial planning helped identify the depth of the budget problem early so steps could be taken to reduce expenses through staff and salary reductions, pension and health care reforms, a salary freeze, and elimination of some programs before Measure Q was placed on the ballot.

While Measure Q is not a long-range solution to all of the City's budget problems, it will give the economy time to recover and the City time to adjust to providing essential services with fewer employees and resources.

Concord has a long history of being accountable to residents. In keeping with this tradition, the Measure Q initiative includes a provision for the appointment of an oversight committee, which will report back to the community annually on how the funds were spent.

The “New Normal”

In Concord and across the nation, a “new normal” in municipal government is emerging. The recession has been so deep and far-reaching that almost all cities were forced to shrink their organizations. Concord has lost 24 percent of its workforce. Going forward, the number of City employees will remain less than in previous years. Projects and programs will continue to address residents' “needs,” but the City will have less capacity to address residents' “wants.” The work has begun to realign the organization to achieve the most effective and efficient delivery of service with a smaller organization.

New Police Chief

Realigning the Police Department in light of the “new normal” will be Chief Guy Swanger, who comes on board in 2011 with vast experience in working with the community to enhance public safety efforts. Swanger replaces David Livingston, who was elected County Sheriff in November 2010. A 26 year veteran of the San Diego Police Department, Swanger most recently led the Investigations Division, overseeing 165 sworn investigators and 25 civilian support staff. He is an expert in the development, implementation and training associated with Community Oriented Policing, conducting over 100 training sessions across North America.



Chief Guy Swanger is sworn in by City Clerk Mary Rae Lehman (left) as wife Lora looks on

How does Concord measure up?

Many readers will remember that the City had traditionally conducted an annual or bi-annual Citizen Satisfaction Survey which asks participants to rate City services in a number of categories. The survey results are compared from year to year to measure progress and improvement.

Future surveys will give residents another accountability tool as Concord's results will be compared to other like cities across the country. The survey results will measure how efficiently the City is performing under the reality of the “new normal,” and will provide information to residents about how well the City is using its limited resources in comparison to other cities.



Thanks to Measure Q, parks maintenance, senior services and after school programs will continue in Concord



Concord at a Glance

Area 31.13 sq. miles
 Elevation..... 72 feet
 Founded1868
 Incorporated.....1905

Profile

Population 125,000
 Households..... 45,000
 Household median income \$68,000
 Median home value\$270,100
 Median age 38

Business Profile

Total working residents 60,000
 Education beyond high school ... 52%

Travel Distances (miles)

UC Berkeley..... 20
 Oakland..... 22
 San Francisco..... 29
 Napa/Wine Country32
 San Jose51
 Stanford University..... 58
 Sacramento..... 65
 Carmel/Monterey 139
 Yosemite National Park..... 144
 Lake Tahoe/Reno..... 205

Average Temperatures

Spring67
 Summer 86
 Fall76
 Winter60



Concord's tallest office tower, One Concord Center, changed hands last year

Economic Development Snapshot

Concord's retail, office and housing sectors have been buffeted by the winds of economic recession for the last several years. The holiday shopping season, however, ended the year on a brighter note with new store openings and Sunvalley Shopping Center reporting strong sales over the previous year.

In pockets around the City, early signs of an eventual recovery are beginning to appear. In the office sector, Swift Realty Partners and Flynn Properties purchased Concord's tallest office tower, the 15-story One Concord Center at 2300 Clayton Road near Concord BART. Wells Fargo renewed their 334,000 sq. ft. lease at Concord Airport Plaza on Concord Avenue. This lease deal represents more than 10 percent of the leasable Class A office space in Concord.

Retail, auto and restaurant projects make up the bulk of economic development undertakings completed in 2010 and on the drawing board for 2011:

- The new 334,000 sq. ft. **Lowe's Home Improvement Center** on Arnold Industrial Way, located off Highway 4 in north Concord, opened in January 2010. This new store has 175 employees and represents approximately \$18.5 million in new investment in the community.
- **Orchard Supply Hardware** opened its new 43,000 sq. ft. store at the Clayton Valley Shopping Center at Clayton and Ygnacio Valley Road in August. This store employs 60 associates in the former Yarnbirds space and is a welcome anchor to the center.
- **Audi Concord** opened in November at 1945 Market Street. This new addition complements Concord's 12 other new car dealers.
- **The John Muir Medical Center's** 174,000 sq. ft. expansion of its Concord campus was complete in November. This \$212 million dollar investment by John Muir shows its commitment to the community. The Hofmann Family Patient Care Tower houses the new John Muir Health Cardiovascular Institute and a larger, relocated emergency department. In addition, 61 new private rooms are available, with room for expansion.
- **Grocery Outlet** opened its new store in October at 1840 Willow Pass Road (the former Big 5 site) and currently employs 40 people.
- Russell Sigler recently purchased **E.B. Ward & Company**, a major HVAC distributor, and is expanding its operations in Concord.
- **Fresh & Easy**, a new grocery store, plans to open its 14,000 square foot store at the Clayton Valley Shopping Center in 2011. The store will be located between Ross and CVS Pharmacy.
- **Lexus of Concord** is expanding its dealership on Market Street. The project is scheduled to be completed in spring 2011.
- **Chipotle Grill** is finalizing its plans for its first restaurant in Concord in 2011 at 785 Oak Grove Road and Treat Boulevard (Trader Joe's center). This restaurant chain is actively looking for a second site in the city.



John Muir Medical Center's expansion was completed in November

Sunvalley Shopping Center gained several major retail tenants, representing over 50,000 sq. ft. of new retail at the center.

- **Best Buy Mobile** opened in October
- **Jessica McClintock** opened its only location in the East Bay in November
- **Blooming Beauty** skin and hair care opened in December
- **Forever 21's** new 21,000 sq. ft. two-level store is currently under construction next to Macy's and is slated to open in 2011
- **A'gaci**, a trendy women's fashion boutique, will open its first location in Contra Costa County in 2011



Sweet Tart opened last year in Salvio Pacheco Square

Downtown

Concord's historic downtown continues to attract large crowds for summer events in Todos Santos Plaza as well as new businesses

anxious to capitalize on this mecca for family activities. Among the stores opening in 2010 were **Sweet Tart**, a frozen yogurt, cupcake and cookie shop, **Zambur**, a new Mediterranean restaurant, **Fix that Mac** computer store, **Tart**, an outlet for designer fashions, and **Concord Café**.

The City's Downtown Façade Improvement Program assisted several major businesses in giving their buildings a new look, including Brenden Theatre at Willow Pass Road and Galindo Avenue, and Q-Zar Laser Tag at Willow Pass Road and Colfax Street.

Building a strong foundation

As the economy inches toward recovery, Concord is in a unique position to capitalize on groundwork being done now. In 2010, the City completed an update of its Housing Element and developed an Area Plan for the Concord Naval Weapons Station Reuse Project. At the end of the year, staff embarked on a state-mandated Climate Action Plan and the production of a Development Code that updates guiding land use documents and makes them consistent with the City's 2030 General Plan.

These complex and sometimes technically dense documents will be very important to Concord's future growth and development. Resources expended now on these plans and documents will pay dividends in coming years as new construction picks up and the Concord Community Reuse Plan is implemented.



Buy Concord

The largest portion of the City's revenue comes from sales tax. The City's "Buy Concord" campaign was developed to remind residents that when they purchase items in Concord, part of the sales tax paid on those items comes back to the City to pay for parks, streets, roads, public facilities and many of the other amenities they enjoy. Remember to "Buy Concord." To take advantage of the Buy Concord program, go to www.buyconcord.net



Buy Concord
Your dollar matters!

Free Coupons
www.buyconcord.net

Concord Fun Facts

- Largest business center in Contra Costa County
- More high technology industrial space than any other city in the I-680 market
- Top retail sales of any city in Contra Costa County
- Businesses generate \$2.7 billion in retail sales per year
- More auto dealerships than any other East Bay city – 13 dealerships with 20 different car brands
- 40% of the county's auto sales are made in Concord

2010 Project Highlights



(Top) Residents participate in a 'Living Within Our Means' workshop

(Middle) A special drop off bin is available for expired prescription medications

(Bottom) A dozen Nissan Leaf electric cars are in the City's future thanks to grant funding

Living Within Our Means Workshops

In February and March 2010, seven "Living Within Our Means" Workshops were conducted for residents, employees, the Chamber of Commerce and Concord senior citizens. In light of reduced revenues and the potential need for service reductions, the goal of the workshops was to elicit feedback from residents about their priorities for City services. The information collected was used to develop the fiscal year 2010-11 budget, with special consideration given to protecting services identified as highest priorities by residents.

In addition to workshops, a Community Priorities Telephone Survey was conducted in January and a companion on-line survey was available on the City's website during the month of March.

The community responded very positively to the outreach program with more than 1,350 people taking part in the workshops and the surveys.

The outreach effort factored into the placing of Measure Q on the November 2011 ballot, as residents expressed support for solving the City's budget crisis with a combination of reductions in expenditures and additional revenue.

Better recycling

In 2010, the City and its partners offered better recycling options for three items that are difficult for homeowners to dispose of safely.

Expired or unused prescription medications can now be turned in at the Concord Police Department, 1350 Galindo Street, weekdays during business hours.

Syringes and needles are now collected at Concord Disposal Service, 4080 Mallard Drive. Concord Disposal also now collects household batteries on garbage day. They can be placed in separate marked containers. Residents should call 682-9113 to arrange for pick-up.

Grant for electric cars

Concord is part of a Bay Area electric vehicle demonstration project after receiving a grant in 2010 from the Metropolitan Transportation Commission (MTC) for a dozen Nissan Leaf electric cars. The cars will be used for normal day-to-day operations including building inspections, code enforcement and mail delivery. Charging stations are included in the grant funding. The cars should arrive in the first quarter of 2011. Alameda County, Sonoma County, City of San Francisco, City of Oakland, City of San Jose, Transportation Authority of Marin, and the City of Fremont are also part of the project.



Connecting online

The City offered residents the opportunity to sign up for two electronic notification systems. The Police Department launched a Nixle site, which allows residents to sign up for emergency alerts sent to their email address or phone. The City's new eDelivery subscription service offers a choice of eNewsletters for Business, General News, Parks and Recreation and Senior Center. The eDelivery and Nixle sign ups are available from the City's home page, www.cityofconcord.org by selecting the "Subscribe to eNews" logo.

Boundless Playground

In September 2010, the Concord community cut the ribbon on a new Boundless Playground at Cambridge Park, 1135 Lacey Lane, providing a place for all children, including those with disabilities, to play together.

Funding for the playground was provided by a \$150,000 grant from East Bay Regional Park's Measure WW bond monies and a \$75,000 grant from the CVS Caremark All Kids Can Program.

The Cambridge playground is the second all-abilities playground in Concord.



Artist rendering of the Concord Community Reuse Project

Matteo's Dream opened at Hillcrest Park in 2007.

Honoring veterans

Memorials commemorating the sacrifice made by Concord veterans received some extra attention in 2010. The Vietnam Memorial, located on top of Memorial Hill at Newhall Park, was replaced after it was badly vandalized. In Hillcrest Park, restoration of the Korean Veteran's Memorial became part of a larger project when a shade structure/picnic area, funded partially by Measure WW monies, was approved for the adjacent Matteo's Dream playground.

The Blue Star Memorial, commemorating men and women who have served in the military, was refurbished at its location near

the Concord Library on Salvio Street. A new Gold Star Memorial, to honor soldiers killed in action, was created by an Eagle Scout at the flag pole at the Concord Senior Center in Baldwin Park.

Healthier homes

Thanks to the City's Lead Hazard Control Program, lead paint was removed from 57 homes in 2010. Trim and walls were repainted, new windows and doors were installed and minor dry rot was removed and replaced with new materials. The goal of the program, funded with a one-time \$1.4 million federal grant, was to reduce the risk of poisoning from lead paint to those at the greatest risk – children under six years old.

Concord Community Reuse Project next steps

In February 2010, the City Council sitting as the Local Reuse Authority, adopted a Reuse Plan for the Concord Naval Weapons Station (CNWS). A Reuse Plan is a federal document required under the Base Realignment and Closure Act (BRAC), but it has no standing in land-use law in the State of California.

To implement and entitle the base in accord with the community and Council vision of reuse for the CNWS, the Concord 2030 Urban Area General Plan requires a general plan amendment. The first step in the amendment process is to translate the Reuse Plan into a format

that is compatible with a general plan document under California law.

The Concord Reuse Project Area Plan was created for this purpose. The development program and park, recreation and open space commitments established in the Reuse Plan are included in this area plan document. A second step in the process will be completion of a supplemental environmental impact report (EIR), building on the certified Final EIR from the Reuse Plan. The final step will be approval of a recommended amendment to the General Plan. For more information, visit www.concordreuseproject.org.



(Top) The renovated Korean Veteran's Memorial at Hillcrest Park

(Middle) Students publicize the dangers of lead poisoning through a poster contest as part of the Lead Hazard Control Program

(Bottom) Children play on the equipment at the Boundless Playground in Cambridge Park

City of Concord

1950 Parkside Drive MS/01
Concord, CA 94519-2578

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Laura M. Hoffmeister	Mayor
Ron Leone	Vice Mayor
Tim Grayson	Councilmember
William D. Shinn	Councilmember
Thomas J. Wentling	City Treasurer
Daniel E. Keen	City Manager
Leslye Asera	Community Relations Manager and Editor

Postal Customer

 **City Meetings**

All meetings are held at Civic Center, 1950 Parkside Dr., unless otherwise noted and are open to the public. Dates are subject to change. For information, visit the website at www.cityofconcord.org (see Civic Center Meetings on the home page), check the meeting notices in the Contra Costa Times or call 671-3000.

City Council	First, second, fourth Tuesday, 6:30 p.m.*
Commission on Aging	Third Wednesday, 1:30 p.m. Concord Senior Center, 2727 Parkside Circle
Community Services Commission	Third Wednesday, 6:30 p.m. City Manager's Conference Room
Design Review Board	Second, fourth Thursday, 5:30 p.m.
Parks, Recreation & Open Space Commission	Second Wednesday, 7 p.m.*
Planning Commission	First, third Wednesday, 7 p.m.*
Zoning Administrator	Second, fourth Wednesday, 9 a.m.

* Broadcast live on Concord Cable TV channel 28 (Comcast), 29 (Astound), AT&T U-verse Channel 99 and online at www.cityofconcord.org. Past City Council meetings are also available online.

 **Boards & Commissions**

For detailed information about the City's Boards and Commissions visit www.cityofconcord.org or call one of the contact numbers below.

Board of Appeals	671-3119
Commission on Aging	671-3419
Community Services Commission	671-3327
Design Review Board	671-3152
Parks, Recreation & Open Space Commission	671-3440
Personnel Board	671-3310
Planning Commission	671-3152



Need an Answer?

Web site: www.cityofconcord.org
 Events: www.concordfirst.org
 Classes: www.concordreg.org
 E-mail: cityinfo@ci.concord.ca.us

Americans with Disabilities Act

(ADA) Coordinator	671-3031
Building	671-3107
Business Licenses.....	671-3313
Cable TV	
Astound Broadband	459-1000
Comcast.....	1-800-945-2288
Camp Concord	671-3273
Centre Concord	671-3466
City Council	671-3158
City Manager	671-3150
Community and Recreation Services	
Class registration.....	671-3404
Concord Community Pool.....	671-3480
Concord Naval Weapons Station	
Reuse Project	671-3001
Downtown Hotline	671-3464
Economic Development	671-3355
Engineering	671-3361
Flood Zone Inquiries.....	671-3425
Garbage Collection	682-9113
Graffiti Hotline.....	671-3080
Housing.....	671-3364
Mayor	671-3158
Neighborhood Services Hotline.....	671-3282
Park Reservations	671-3404
Permit Center.....	671-3454
Planning	671-3152
Police and Fire Emergencies	911
Police/Information	671-3220
Pothole Hotline	671-3228
Public Works.....	671-3448
Park Maintenance.....	671-3444
Recreation/Registration	671-3404
Senior Center.....	671-3320
Sewer Problems	671-3099
Shopping Cart Hotline.....	671-5080
Sleep Train Pavilion	
Hotline.....	363-5701
Information.....	676-8742
Street Light Outages Hotline	671-3213
Street Sweeping	671-3448
Street Trees.....	671-3444
Traffic Signal Malfunctions.....	671-3132
Willow Pass Center.....	671-3423