Changes Coming to San Pablo Ave

THE SAN PABLO AVENUE Specific Plan was adopted by the City Council to spur new investment and help the City achieve its longstanding goal of transforming San Pablo Avenue into a vibrant place with more opportunities for living, working, and community. The Specific Plan includes new development regulations and a Complete Streets Plan to increase walkability and bikeability along the corridor.

Development along San Pablo Avenue contributes to the City’s quality of life in a number of ways. It not only attracts new investment and provides new opportunities for businesses, it also makes possible additional and improved services. Developers of large projects are required to contribute to public open space or pay an in-lieu fee. They help widen sidewalks where necessary and provide public art or... 

Restaurant Week

THE THIRD ANNUAL El Cerrito Restaurant Week begins on October 16 and continues through October 22. Restaurant Week promotes local restaurants and showcases the variety of cuisines offered in El Cerrito.

Invite your friends to join you at your favorite restaurant or try something new. This year, prizes will be given to those who dine at the greatest number of participating restaurants!

For more details on prizes and participating restaurants, go online to www.el-cerrito.org/RestaurantWeek or contact Community Development Analyst Noa Kornbluh at 215-4361. Restaurant Week is presented by the Community Development Department, the Economic Development Committee, and the El Cerrito Chamber of Commerce.

October Is Arts Month

Each October, the Arts and Culture Commission promotes a series of special arts events in El Cerrito. The commission encourages everyone to participate, patronize, and support the arts and humanities in El Cerrito—especially during Arts Month! Visit www.el-cerrito.org/ArtsMonth for a list of events and shows.

For Arts Month during El Cerrito’s centennial year, the commission is planning a special event featuring music and dance performances to take us on a journey through El Cerrito’s history! Plan to attend Saturday, October 21, 2–5 p.m., at the El Cerrito Community Center.

The event is free and all ages are welcome. Light refreshments will be available for purchase.

Performers will include:
- Vincent Medina, traditional and contemporary Ohlone songs and stories
- Los Arribeños de San Francisco, songs and dances from California’s Spanish and Mexican eras
- SF Sakura Ren, traditional Japanese dance and music
- The Saddle Cats, World War II era country swing music
- Tia Carroll and Her Awesome Blues Band, 1940s/1950s era rhythm and blues music
UPCOMING EVENTS

CENTENNIAL PASSPORT ACTIVITIES
Get to know your City!
See a full list of El Cerrito Centennial events at www.elcerrito100.org.
Pick up your free keepsake Centennial Passport at any centennial event.
Then, get your passport stamped at each event you attend. Submit the tally page by December 12 to enter a drawing to win prizes! For details, call 215-4318.

OCTOBER IS ARTS MONTH
The City’s Arts & Culture Commission is planning some exciting ways to celebrate National Arts Month. Visit www.el-cerrito.org/artsday for a list of local events, performances, and exhibits, or call 215-4318 for details.
Local artists and businesses wishing to take part should contact staff liaison Suzanne Iarla at 215-4318 or siarla@ci.el-cerrito.ca.us.

Tuesday, October 10
Tuesday, October 24
ONE CITY ONE BOOK EVENTS
This fall, the Library invites all adults in El Cerrito to read the same book at the same time for our first One City, One Book program. This year’s book is a collection of short stories, Deceit and Other Possibilities, by local author, Vanessa Hua. Pick it up, read at your own pace, join your fellow readers in a discussion on October 10, then meet the author on October 24. Visit guides.ccclib.org/onebook/elcerrito2017 for more information, including a list of places where you can get a free copy of the book.
When: 6:30 p.m. (both events)
Where: El Cerrito Public Library 6510 Stockton Ave.

Thursday, October 12
REMEMBERING OUR LOCAL JAPANESE HERITAGE
Hear a history talk by Tom Panas, hosted by the El Cerrito Historical Society.
When: 7 p.m.

Saturday, October 14
FALL CITYWIDE GARAGE SALE
Keep waste out of the landfill, discover your community, and find great deals. Visit www.el-cerrito.org/garagesale to download the map with locations and listings, or pick up a hardcopy at the Recycling Center or the Community Center.
When: 9 a.m.–3 p.m.
Where: Various locations

Saturday, October 14
FIRE PREVENTION WEEK
Every Second Counts—Plan Two Ways Out! In case of fire, you need an escape plan for every room in your home. Plan ahead and make sure everyone you live with knows what to do and where to go. Learn more about fire safety and escape plans at our annual Fire Prevention Week Open House. The event will include tours and a chance to talk to firefighters.
When: 10 a.m.–2 p.m.
Where: Fire Station 72 1520 Arlington Blvd.

Saturday, October 14
HISTORY TOUR OF EL CERRITO HIGH SCHOOL
Join a centennial tour hosted by the El Cerrito High School Archiving Project. Details at www.elcerrito100.org.
When: 1–3 p.m.
Where: El Cerrito High School 540 Ashbury Ave.

Week of October 16-22
EL CERRITO RESTAURANT WEEK
Support local restaurants and explore the variety of cuisines offered in El Cerrito! See page one for details. Go online for a list of participating restaurants and to find out how you can win a prize for dining out at www.el-cerrito.org/RestaurantWeek.

Tuesday, October 17
ENERGY UPGRADE WORKSHOP
Attend an energy workshop for residents of El Cerrito, Albany, and Berkeley, in coordination with the StopWaste program. The workshop will share information on rebates, vendors, and ways to make your home more energy efficient. Call Analyst Will Provost at 525-7622 for more details.
When: 6–8 p.m.
Where: Albany Community Center 1249 Marin Ave, Albany

Saturday, October 21
WALK & TALK: HISTORY OF HILLSIDE NATURAL AREA:
David Weinstein, Mark Miner, and Ralph Boniello will lead a hike focusing on the natural and human history of this 100-plus acre open space within our city.
When: 10 a.m.–12 noon
Where: Meet at the Schmidt Lane trail head, Schmidt Lane near the Recycling Center.

Saturday, October 21
CENTENNIAL ARTS MONTH CELEBRATION
Hosted by the Arts and Culture Commission, this special Arts Month event honors El Cerrito’s history through music and dance. See page one for details or go online for more information at www.el-cerrito.org/artsmonth.
When: 2–5 p.m.
Where: El Cerrito Community Center 7007 Moeser Lane
Tuesday, October 24
ONE CITy ONE bOOk:
MEET ThE aUThOR
Meet Vanessa Hua, author of Deceit and Other Possibilities, the focus of El Cerrito’s first One City One Book event, for a reading, book signing, and discussion.
When: 6:30 p.m.
Where: El Cerrito Public Library
6510 Stockton Ave.

Wednesday, October 25
UNITY DAY
Wear orange to send a message of support, hope, and unity. Together, we will show that we are united against bullying and for kindness, acceptance, and inclusion.

Thursday, October 26
EaRThqUakE bRaCE
& bOlT WORShOP
Learn about the importance of earthquake retrofitting for single-family homes and duplexes, including measures that can be taken to make your living space more safe. This workshop will cover the State Earthquake Brace and Bolt program, how to select a contractor, and the permit process. To register, contact Jennifer Peat at 215-4362 or jpeat@ci.el-cerrito.ca.us.
When: 6:30–8:30 p.m.
Where: El Cerrito City Hall
10890 San Pablo Ave.

Saturday, October 28
Halloween Haunted House
Join us if you dare for a Halloween scare! Goblins and ghosts will enjoy carnival games, bounce houses, and our infamous Haunted House. Admission is $5 per person, free up to 2 years old. Since the haunted house can frighten young children, the Lights-On Haunted House program is intended for toddlers and preschoolers. The midday-carnival includes carnival games and a bounce house. Snacks, cookie decorating, and face painting are also available for a nominal fee. Then, at 4:30 p.m., the Main Hall transforms into a Monster Mash Bash Halloween dance for all! Ticket sales for each program end 30 minutes before the program ends.
If you or your group would like to volunteer for the Halloween Carnival and Haunted House, please call us at 559-7008.
When: Carnival, 1–4 p.m.
Lights-On Haunted House
1–2:30 p.m.
Scary Haunted House
2:30–8 p.m.
Monster Mash Bash
4:30–8 p.m.
Where: El Cerrito Community Center
7007 Moeser Lane

Saturday, November 4
Film: Sundar Shadi’s Gifts
This short documentary tells the story of long-time El Cerrito resident Sundar Shadi, his folk art Christmas display, and his other contributions to the community. Admission is free but donations to the El Cerrito Community Foundation will be accepted at the door.
When: 10:30 a.m.
Where: Rialto Cinemas Cerrito
10070 San Pablo Ave.

Thursday and Friday
November 23 and 24
Thanksgiving Holiday
All City offices will be closed for the Thanksgiving holiday. Curbside collection of garbage, recycling, and green waste will continue on the usual schedule.

Saturday, December 9
Holiday Pancake Breakfast
Enjoy good food, friends, and a visit with Santa! Proceeds will benefit the David Hunter Youth Memorial Scholarship Fund. Please bring a new, unwrapped toy or book to donate to Toys for Tots. Tickets will go on sale on October 23 (Activity #464773) at el-cerrito.org/Recreation.
When: 9–11 a.m.
Where: El Cerrito Community Center
7007 Moeser Lane

Tuesday, December 12
Centennial Passports Due!
If you participated in the Centennial Passport activity, turn in your tally sheet by this deadline to be entered to win a prize. All participants will be entered in the main drawing, with a special drawing for those with the most stamps!
When: 4 p.m.
Where: El Cerrito City Hall
10890 San Pablo Ave.
▶ EVENTS: Page 4

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PAGE 3
**Only Rain Down the Storm Drain**

**DID YOU KNOW** that up to 80% of all storm water pollution in the Bay Area is the result of common practices? Below are a few clean-water tips to remember going into the rainy season.

**NO YARD WASTE IN THE STORM DRAINS**
When you clean your yard, sidewalks, and gutter, don’t put your yard waste and fallen leaves in the storm drain. Leaves and yard clippings are bio-degradable, but they can create a flooding hazard and rob aquatic life of oxygen as they decompose.

**USE FEWER HOUSEHOLD HERBICIDES AND PESTICIDES**
If you use pesticides, use them sparingly, follow the instructions on the label, and avoid applying them on windy or rainy days. Better yet, try to keep your garden healthy and your home pest-free without resorting to chemical pesticides and herbicides. Applying pesticides treats the symptoms of a pest problem, not the cause.

**PROPERLY DISPOSE OF HOUSEHOLD HAZARDOUS WASTE**
Never pour unwanted or leftover pesticides (or any other chemicals) down the drain—inside or outside your house. By law, these materials must be recycled or disposed of at a hazardous waste facility to protect the environment and human health. For more information about hazardous waste drop-off locations and hours, visit [www.RecycleMore.com](http://www.RecycleMore.com), or call 1-888-412-9277.

**REPORT SPILLS AND DISCHARGES**
Anything other than clean rainwater in creeks or storm drains presents a serious threat to fish, wildlife, and marine life. If you see someone doing something that could potentially pollute sidewalks, streets, gutters, or creeks, call the Contra Costa Clean Water Program hotline at 1-800-No-Dumping (1-800-663-8674).

**REPORT BLOCKED STORM DRAINS**
If you see a blocked storm drain or a blocked inlet to an underground pipe, or if your property is flooded by water from the street, report it to the City’s Maintenance Division at 215-4369, maintenance@ci.el-cerrito.ca.us, or online at [www.el-cerrito.org/requesttracker.aspx](http://www.el-cerrito.org/requesttracker.aspx). Outside of normal business hours, call police dispatch at 237-3233.

The Maintenance Division does its best to respond promptly to everyone—even in a citywide flooding event when requests will be prioritized.

A cleaner bay and cleaner creeks begin with you. For answers to any clean water-related question, contact the City’s Clean Water Coordinator, Will Provost, at wprovost@ci.el-cerrito.ca.us or 525-7622.

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**EVENTS:** Continued from page 3

**Saturday, December 16**

**CPR AND FIRST AID TRAINING**
Learn CPR and basic first aid at El Cerrito/Kensington Fire Department classes. The classes include use of Automatic External Defibrillators (AED) and CPR for children and infants.

Cost for El Cerrito and Kensington residents is $40 for CPR or $80 for CPR/First Aid. There is a slightly higher fee for non-residents.

To register, email fire@ci.el-cerrito.ca.us or call 215-4450.

**When:** CPR, 8:30 a.m. to 12 noon
**First aid, 1–4:30 p.m.**

**Where:** To be announced

**December 16 through 25**

**SHADI HOLIDAY DISPLAY**
Did you know Sundar Shadi started the Shadi Holiday Display with a single star in 1949? See the elaborate handmade pieces that have been delighting generations for 65 years! The Shadi Holiday Display is hosted by the Shadi Display Committee and the El Cerrito Community Foundation.

**When:** Nightly, 5–10 p.m.
**Where:** 7501 Moeser Lane

**Tuesday, December 19**

**CLOSING CENTENNIAL PROGRAM**
Information will be posted shortly at [www.elcerrito100.org](http://www.elcerrito100.org).

**Monday January 15**

**MARTIN LUTHER KING, JR. DAY ANNUAL PARADE AND RALLY**
Save the date and plan to join the El Cerrito community’s annual celebration to honor the Reverend Dr. Martin Luther King, Jr. Details will be posted at [www.el-cerrito.org/MLK](http://www.el-cerrito.org/MLK).

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SAN PABLO: Continued from page 1

pay into the City’s public art fund. They contribute towards the City’s transportation network, including improvements along San Pablo Avenue. Finally, although not a City fee, developers pay a per residential unit or per square foot fee to the West Contra Costa County Unified School District so that the District can plan for and accommodate any new students moving into new housing.

In response to the Plan, and to the regional demand for housing near transit, many developers have submitted building applications to the City. As of August 3 of this year, the City had approved 263 new residential units, including 67 below-market rate (affordable) residential units, and 10,572 square feet of new commercial space in four projects. As of the same date, the City had received applications for an additional eight projects, totaling 477 residential units, including 10 affordable units, 10,029 square feet of new commercial space, and 117 hotel rooms. The City has also approved numerous projects to improve existing spaces along San Pablo Avenue, including a new 24-Hour Fitness gym at the former Safeway site at Moeser and the remodel of the former Carrow’s restaurant into Los Moles.

While the San Pablo Specific Plan specifies changes to private property on San Pablo Avenue, the Complete Streets Plan aims to improve the public environment. Building on recent investments, it balances the needs of all street users, including motorists, pedestrians, transit riders, and bicyclists. The Plan welcomes street users of all ages and abilities. While maintaining vehicle travel lanes and most on-street parking and addressing vehicle congestion around the El Cerrito del Norte BART Station, the Complete Streets Plan encourages a shift toward transit use, walking, and biking by adding and improving pedestrian facilities and bikeways.

The City has a number of public right of way improvement efforts in progress as highlighted below:

- In a joint effort with the City of Richmond, El Cerrito has begun construction of the Richmond–Ohlone Greenway Gap Closure Project. This project will connect the existing pedestrian and bicycle trail along the Ohlone Greenway on the east side of San Pablo Avenue to an extension of the Richmond Greenway trail on the west side, and restore Baxter Creek along the new trail in Richmond. The project includes installation of a new signal crossing for pedestrians and bike riders on San Pablo Avenue near the BART overcrossing, construction of a new bridge over the restored Baxter Creek, and improvements to lighting and landscaping. The project is expected to be substantially completed this fall.

- In a joint effort with the City of El Cerrito, the City of Richmond is leading construction of the San Pablo Avenue Green Stormwater Spine Project, a demonstration project that will install green infrastructure such as permeable walkway surfaces, rain gardens, and flow-through planters at select sites along San Pablo Avenue in several cities. The location in El Cerrito is on the east side of San Pablo Avenue, just south of Moeser Lane (1500 Block of San Pablo Avenue), and includes a pilot section of the separated bikeway identified in the San Pablo Avenue Complete Streets Plan. Construction has already started in other cities along San Pablo Avenue and is expected to start in El Cerrito in a few months.

- The City has also successfully applied for competitive grant funding of approximately $7.1 million for the first significant implementation of the Complete Streets Plan—the El Cerrito del Norte Transit-Oriented Development (TOD) Complete Streets Improvement Project. Funding for this project is from two sources: $4.8 million from the federal One Bay Area Grant Program and $1.1 million from Contra Costa County Measure J, the Transportation for Livable Communities Program. Preliminary engineering will begin in late 2018, with full design in 2020. Improvements will include new and enhanced bicycle and pedestrian facilities connected to the El Cerrito del Norte BART Station and TOD, bus and automobile circulation improvements, and streetscape elements. The project area spans several streets around the El Cerrito del Norte BART Station, including San Pablo Avenue from the Ohlone Greenway near the northern city limit to Potrero Avenue, Eastshore Boulevard from Potrero Avenue to San Pablo Avenue, Hill Street from San Pablo Avenue to Liberty Street, Cutting Boulevard from I-80 to Key Boulevard, and Knott Avenue from San Pablo Avenue to Key Boulevard.

Over the next several years, the City will continue to consider developments and apply for grants in order to implement the entire Complete Streets Plan. Please visit www.el-cerrito.org/SanPabloAvenue for more information.
Properly Dispose of Household Hazardous Waste at the Recycling Center

The City of El Cerrito is partnering with RecycleMore to provide Household Hazardous Waste (HHW) Collection at the El Cerrito Recycling Center. The new service will be available on Tuesdays only, 9 a.m. to 4 p.m. (closed for lunch, 12 noon to 12:30 p.m.).

This is the second HHW disposal location for residents in the RecycleMore service area. HHW disposal is also available at the West County Resource Recovery Facility, 101 Pittsburg Avenue, Richmond, Wednesdays–Sundays, 9 a.m. to 4 p.m.

Household Hazardous Waste accepted at the Recycling Center includes:
- Garden pesticides and fertilizers
- Propane gas cylinders
- Hazardous aerosols, cleaners, sprays, and poisons
- Auto products
- Paints, solvents, and adhesives
- Photo/pool chemicals
- Mercury thermometers

Items not accepted at any time:
- No explosives, ammunition, medical waste, or radioactive waste
- No treated wood waste or contaminated soil
- No refrigerators

To participate, eligible users must reside in the RecycleMore service area, which includes El Cerrito, Hercules, Pinole, Richmond, San Pablo, and some unincorporated communities in Contra Costa County. Business waste is not accepted. Proof of residency, such as a driver’s license or utility bill, is required.

To learn more about the program or HHW, visit www.RecycleMore.com or call 1-888-412-9277.

New Marijuana Regulations

Over the past year, the City Council has been considering changes to local regulations on marijuana cultivation, delivery, and sales. The Council expects to make a decision on these matters in November.

A year ago, California voters passed Proposition 64, the Adult Use of Marijuana Act. Starting next year, state law will permit recreational use of marijuana by adults over 21 years of age, although marijuana use and possession remain illegal under federal law.

Under Proposition 64, marijuana businesses will require approval from both the State of California and the local jurisdiction(s) in which they operate. The State of California is authorized to begin issuing permits for marijuana businesses in January, 2018.

At a City Council study session in April of this year, the Council directed staff to develop a process to remove current prohibitions on marijuana businesses and to evaluate new standards for those businesses.

Staff solicited community feedback on the proposed regulatory framework at a public workshop on September 13. City Council is scheduled to receive a presentation on the proposed changes at a study session in October and to consider adoption of a draft ordinance modifying the City’s regulations in November. For more information on the process and dates of upcoming meetings, please visit www.el-cerrito.org/cannabis.

Recycling Center Winter Hours

From November 1 to February 1, the Recycling Center closes 1 hour early.

Winter hours are:
- Weekdays
  - 8 a.m.–4:45 p.m.
- Weekends
  - 9 a.m.–4:45 p.m.

Are You Prepared for a Disaster?

The El Cerrito-Kensington Fire Department is getting ready to host its final CERT Bootcamp class of 2017. This free, eight hour, one day class will be held on November 4 at the Arlington Community Church, 52 Arlington Boulevard, Kensington.

The Community Emergency Response Team needs your participation. This condensed class will cover a brief introduction to CERT, fire suppression and utility control, search and rescue, disaster psychology, and terrorism awareness. You’ll get all this in a one day class, and in the event of a large emergency, your family and neighborhood will be able to count on your help and support.

Practicing how to shut off utilities after an emergency.

To sign up today or for more information, visit www.el-cerrito.org/fire/cert or call 215-4450.
Stay Connected to the City and Show How Much You LIKE El Cerrito

Did you know that the City is on social media? If you use social media, please follow us, like us, or share our content. We post to several accounts and platforms in an effort to share different kinds of information with as many users as possible.

However, for a time-sensitive question or comment, please phone or email the appropriate City department instead of contacting us on a social media platform. We do not continuously check our social media accounts for messages.

FACEBOOK
facebook.com/cityofelcerrito
Follow the City on Facebook to find, share, or like information about City news and events!

TWITTER
Get information and updates on City programs, events, and news. The City has a number of official accounts on Twitter:
- City (main or general account) @cityofelcerrito
- Police Department @elcerritopd
- Police Chief Paul Keith @ECPDChief
- Recreation Department @ElCerritoREC

LINKEDIN
Follow the City on www.LinkedIn.com to learn about career opportunities and accomplishments by our great staff!

OTHER ONLINE PLATFORMS:
- Nixle Alerts
  To receive free alerts from the Police Department, register at www.nixle.com. Nixle alerts include weekly summaries of criminal activity, information about public safety hazards, in-progress crime or traffic hazard bulletins, and announcements of public outreach events. Nixle alerts can be received on your smart phone via text messages, email, or the Nixle app.

NEXTDOOR
Nextdoor is a social network for neighborhoods. Each neighborhood website is accessible only to residents who can verify that they live there. The City can post messages to any Nextdoor website in El Cerrito, but cannot access residents’ sites, contact information, or content. To join your neighborhood’s Nextdoor website, go online to www.nextdoor.com.

ECPD APP
The El Cerrito Police Department app features contact information, safety tips, school resource officer info, press releases, and community information. You can also use it to commend an officer, submit anonymous tips, receive notifications of public info, or create an inventory (with optional photos) of your personal property to help with recovery in case of theft. To download the app, search for El Cerrito Police Department where you get apps for your device.

Planning for a New Library

Last November, a bond measure to fund a safe, energy efficient, 21st century library narrowly missed the two-thirds needed to pass (62.96% supported the measure).

In July, the City Council re-affirmed their commitment to planning for a new library. Staff are currently evaluating potential sites and developing a plan to engage the whole community by gathering input about library priorities.

We will host an online survey in the fall, so please sign up to stay informed at www.el-cerrito.org/libraryneeds.

Background information on the library is available on the same webpage. For additional information, call Karen Pinkos, Assistant City Manager, at 215-4302.

Fire Department Now Connected to Pulse Point App

Sudden Cardiac Arrest (SCA) is a leading cause of preventable death in the U.S., killing almost 1,000 people per day. For every minute that passes after a SCA, survival rates decrease by 7–10%. The El Cerrito/Kensington Fire Department is proud to announce that local SCA calls will now appear on the PulsePoint mobile phone application. The purpose of this app is to increase the possibility that a person in cardiac arrest will receive cardiopulmonary resuscitation (CPR) quickly. It alerts CPR-trained bystanders about a nearby SCA event at the same time that dispatchers send the call to fire departments and emergency medical services.

In addition to alerting users to SCA calls, PulsePoint displays a list of calls in real time. The app is only activated when an event is occurring in a public place. PulsePoint is available on both Apple and Android platforms. If you are CPR-trained and want to be a PulsePoint user, you can download the app to your Apple or Android phone from www.pulsepoint.org/download.
Firefighters Support Toy Drive

THIS WINTER, give a gift to the El Cerrito/Kensington Toys for Tots campaign. Drop off your gift at one of the places listed below or host a toy drive at your office or event. New, unwrapped toys, books, and games are welcome at the following locations:

- El Cerrito Fire Stations
- Kensington Fire Station
- El Cerrito City Hall
- El Cerrito Community Center

Additional drop-off locations in Contra Costa County will be available soon at https://concord-ca.toysfortots.org.

The Toys For Tots Program is managed by the United States Marines with the assistance of local volunteers. The program collects and distributes toys to the community. Last year, about 70,000 toys were given to Contra Costa County children, from newborns to 17 year olds.

For more information about hosting a toy drive to benefit Toys for Tots, please contact El Cerrito Firefighter Damian Carrion at 215-4450 or Contra Costa County coordinator, Marine Corps Staff Sergeant Darnel Coleman at USMCTFT@gmail.com.