Meeting Date: 11/25/08

AGENDA REPORT

City of Santa Clara, California

Agenda Item # 7A-8

Santa Clara All-America City 2001

Date: November 17, 2008

To: City Manager for Council Action

From: Senior Staff Aide

Subject: Request to approve and authorize the publication of the proposed *Mission City SCENES/* February 2009

EXECUTIVE SUMMARY:

The February 2009 issue of Mission City SCENES is scheduled to include the following:

- Camellia Show
- Engineering Department Update
- Showtime 2009
- Telephone Book Recycling & Other Recycling News
- H.E.A.T. Program
- Amplified Sound Permits

ADVANTAGES AND DISADVANTAGES OF ISSUE:

The *Mission City SCENES* provides timely and important information to citizens, including details about City events and programs, and updates of City activities. There are no recognized disadvantages.

ECONOMIC/FISCAL IMPACT:

Cost of printing the *Mission City SCENES* for one year is $28,000 or roughly 4.5 cents for each insert printed. There is no additional postage cost for including the *SCENES* with utility bills. With the current one-page utility bills, there is sometimes sufficient postage to handle a second, additional insert without incurring increased postage costs.

RECOMMENDATION:

That the Council approve and authorize the publication of the proposed February 2009 *Mission City SCENES.*

J Kadam

Jashma Kadam
Senior Staff Aide

APPROVED:

Jennifer Sparacino

Jennifer Sparacino
City Manager

Documents Related to this Report:
1) February 2009 Mission City SCENES

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Rev. 02/26/08

Cover

68th Annual Camellia Show

The 68th Annual Camellia Show, sponsored by the Camellia Society and the Santa Clara Parks & Recreation Department, will be held on March 7 and 8, at the Community Recreation Center, 969 Kiely Blvd. Thousands of delicate blooms of different sizes and colors will delight your senses as you stroll through the displays. There is a camellia to fit any size garden or patio, and experts will be available at the show to help gardeners decide what camellia would be best for their yards, decks or terraces. The free show is open for viewing on Saturday, from 2:30 to 5 p.m., and on Sunday, from 11 a.m. to 4 p.m. Entries will be accepted Saturday, March 7, from 6:30 a.m. to 10 a.m. Novices and children are encouraged to enter their camellias. Camellia Society members will be on hand to help identify and place your entry. For more information, call 615-3080.

INSIDE –

- Engineering Department Update
- Showtime 2009
- Telephone Book Recycling & Other Recycling News
- H.E.A.T. Program
- Amplified Sound Permits

Engineering Department Update
The Department of Public Works/Engineering is looking forward to opening the latest additions to the San Tomas Aquino/Saratoga Creek Trail. The Monroe Street At-Grade Crossing will provide Creek Trail users with a signalized mid-block crossing on Monroe Street between the San Tomas Aquino Creek and San Tomas Expressway, adjacent to the newly completed Staging Area. The Monroe Street Staging Area is located at the southwest corner of Monroe Street and San Tomas Expressway and provides a parking facility for bicyclists and pedestrians to connect to Reach 3 of the Creek Trail to the north and Reach 4 of the Creek Trail to the south.

Reach 3 of the Creek Trail will be approximately 1.25 miles in length, extending from Scott Boulevard to Monroe Street along the west bank of San Tomas Aquino Creek, with undercrossings at Central Expressway, Walsh Avenue, and the Caltrain railroad tracks. Trail users will have a recreational trail from the Bay Trail near Highway 237 to Monroe Street. Reach 4 will extend from the Monroe Street Staging Area to Cabrillo Avenue.

The Monroe Street At-Grade Crossing, Monroe Street Staging Area, Reach 3, and Reach 4 of the San Tomas Aquino/Saratoga Creek Trail are expected to open by Summer 2009.

These projects will complete the twelve mile Creek Trail Project from the Bay Trail at Highway 237 to Prospect Road in San Jose.

Showtime '09
On March 13, 14, and 15, 2009, the Santa Clara Women's League is sponsoring "Showtime '09," the 27th annual production to raise funds for the Health and Wellness Program. This year's production will feature a thrilling, old-time melodrama and outstanding entertainment, filled with fun and opportunities to cheer heroes, boo and hiss villains and have an all-around good time! Performances start at 7 p.m. on March 13 and 14, and at 2 p.m. on March 15 at the Community Recreation Center, 969 Kiely Blvd. Tickets can be purchased from the Santa Clara Senior Center, 1303 Fremont St. For more information, go to www.SantaClaraShowtime.net or call 615-3170.

Showtime's roots go back to the early 1980s when Santa Clara resident Cleo Stuckrath, concerned about the possible closure of the Senior Center's health and wellness program, helped to establish the Women's League. She then wrote and produced the annual Showtime melodramas, starring local talent, to raise money in support of the health and wellness program.

Telephone Book Recycling
Santa Clara residents can recycle old telephone books with mixed papers, year-round, through the curbside recycling program. For residents who do not have curbside recycling, old telephone books may be taken to the South Bay Regional Office of Stevens Creek Disposal and Recycling located at 650 Martin Avenue, Monday through Friday 8 a.m. to 4:30 p.m., year round. This service is a joint effort by Stevens Creek Disposal & Recycling and the City of Santa Clara. For more information or questions, call 615-2063.

More Recycling Information
Recycle newspapers, mixed paper, corrugated cardboard, used motor oil and motor oil filters, plastic bags, Styrofoam (packing blocks, egg cartons, rinsed take-out containers), glass, metal and plastics #1 through #7, (look for the triangular recycling symbol and number on the container), and scrap kitchen metal (clean

aluminum foil and pie pans, pots and pans). Glass, metals, and rigid plastics can be co-mingled in your gray recycling bin. Plastic bags and Styrofoam should be sorted and placed in separate 30-gallon clear plastic bags. Questions? Call 615-2063.

Miscellaneous scrap metal, such as old television antennas, copper wire, steel, tin and other scrap metals not recyclable through the City's residential curbside program may be taken to American Metal & Iron (452-0777), Dimond Metals (451-9515), Sims Metal (494-4200) or Valley Recycling (297-5352). Call for more information.

H.E.A.T. Program

Have you ever thought: How can I get ready for a major disaster? What can I do to prepare myself and family, friends and neighbors to survive the first 72 hours of a disaster? The answers to these questions can be acquired by signing up for Santa Clara's H.E.A.T. (Home Emergency Assistance Teams) training program. The program is designed to help citizens be self-sufficient after a major disaster by developing multi-functional teams that are cross-trained by highly qualified instructors from the Santa Clara Fire Department in basic emergency skills. These skills are easy to learn and can be used for many types of emergencies, including the threat of a terrorist attack.

Participants will gain self-confidence and learn how to be self-reliant by practicing with the tools and equipment that they may have to use in a real emergency. This program and others like it have received very strong support, not only at a national level, but also from Santa Clara's Mayor and Council. More than 300 citizens have graduated from the H.E.A.T. program. We hope you will consider it as well. Being a H.E.A.T. graduate is the best way to prepare for disaster.

In 2008, the Fire Department will also be teaming up with the American Red Cross to provide disaster preparedness information through a series of free disaster preparedness workshops. Call the City Fire Department at 615-4940 for more information or to register.

Amplied Sound Permit

Permits for outdoor sound amplification are required by the City of Santa Clara in order to minimize neighborhood noise impacts. These permits are necessary for live or recorded sound or music when amplified outside by more than the normal portable stereo equipment. Amplified sound permit request forms can be obtained and submitted at City Hall, Finance Department (1500 Warburton Avenue), at the Municipal Services/Business Tax Division window (amplified sound permit request forms for Central Park may be obtained and submitted at the Community Recreation Center, 969 Kiely Blvd.). Permit request forms should be submitted with a payment of $30 at least two weeks prior to the event. Any event scheduled beyond 10 p.m. will require City Council approval. All permit request applications for residential addresses are checked with the Police Department Records Division to determine whether there have been disturbances in that location in the past year. Previous violations could be a reason for denial of the amplified sound permit. Please remember to be a good neighbor. A permit is not a "license to disturb the peace." Even with a permit, complaints from neighbors about the amplification can result in Police shutting down the sound/music. For more information, contact the City at 615-2310.