



ABOUT TOWN ▪ NOVEMBER 10, 2011

BI-WEEKLY UPDATE FROM MORAGA TOWN STAFF



VETERANS DAY CEREMONY

Join residents and local Veterans as the Town hosts a Veterans Day Ceremony at the Commons Park, this Friday, November 11, at 11:00 am. In case of rain, ceremony will be held at the Bandshell.



TWO MORE STORES COMING TO RHEEM CENTER

The Planning Commission approved two new uses at the Rheem Valley Shopping Center at its November 7 meeting. Guadalupe Torres will be opening a retail gift shop selling toys and jewelry next to Royal Siam restaurant. The Kiwanis Club of Moraga Valley will be opening a temporary retail store to sell See's Candies during the holiday season, from November 18 until December 24, 2011. These two new businesses are in addition to the Moraga Grocery and new Indian restaurant.



CLIMATE ACTION PLAN (CAP) TASK FORCE

The Town Council deliberated the formation of a CAP Task Force at its November 9 meeting, but was unable to reach agreement on the procedural set-up for the Task Force. While there was consensus that a CAP Task Force would benefit Moraga as it would allow the Town to maintain a streamlined CEQA process to assist new businesses and meet the State's environmental regulations, the decision was postponed to November 30 when they will have a full Council.



SHOP MORAGA FIRST!

The Town's budget relies on \$675,000 from sales tax, which is about 10.5% of the total budget. We expect to be on target for the year, but the Town is not capturing nearly its full potential of sales tax revenue. The good news is that sales tax growth is on the upswing. Our quarter-over-quarter sales tax total increased by 11.3% in Moraga, compared to 7.5% in the San Francisco Bay Area and 5.1% Statewide during the same period (April – June 2011). The bad news is that as people shop in stores located outside Moraga, there is sales tax "leakage" – sales tax dollars that are lost to Moraga and captured by neighboring communities. The Town's sales tax leakage is significant. While the Town is capturing 96% of the potential sales tax in the category of drug stores, we are capturing less than 30%, on average, in all other categories including apparel stores, florists/nurseries, restaurants, food markets, and auto parts/repair. Remember to *Shop Moraga First!* It really does make a difference.



NEW MORAGA LIBRARY COMMISSIONER GOALS

The Town's new Library Commissioner presented two of his 2012 goals to the Town Council and suggested ways the proposed Town and Library Lease Agreement could be revised. The Agreement was last considered in January, 2011 and tabled by the Council as a result of similar concerns and urging from the then-President of the Friends of the Library. The Town Council agreed with the suggestions and the Commissioner's goals to 1) Increase public awareness and support of the Moraga Library; and 2) Improve funding and sustainability of the Library.



NEIGHBORHOOD STREET CONDITION UPDATE

The RECON Committee updated the Town Council at the November 9 meeting on its recent efforts to repair the neighborhood streets. The Committee has presented its findings to about a dozen groups, but is still looking for opportunities to talk to more residents. To see the data and reports prepared to-date, visit the Town's recently updated [RECON webpage](#). The webpage includes key information which maps each street's current condition and its projected condition in ten years. To host a neighborhood discussion to learn more about the Town's plan to repair your street, please contact Ellen Beans at ellen.beans@gmail.com.



TRAFFIC SAFETY

Since October 1, the Police Department has investigated three injury collisions and six non-injury collisions. The Moraga Police Department wants to remind citizens to drive cautiously. With the approach of the rainy season, driving conditions become more hazardous. To make winter-time driving safer, please take the time to inspect your windshield wiper blades, as well as the condition of your tires. As a reminder, headlights are required when it is raining enough that continuous windshield wiper use is necessary. Give yourself plenty of time to arrive at your destination, and avoid all distractions that take your attention off the roadway. Please do your part to reduce the number of vehicle collisions in Town.



MORAGA HOLIDAY HAPPENINGS

Mark your calendar for some holiday cheer! Saturday, December 3 is the holiday tree lighting at Moraga Commons Park beginning at 6:30 pm with the tree lighting at 7:00 pm. Don't miss the cookies, cocoa, music and Santa. You can help light the tree by donating to the Buy-a-Bulb Fundraiser - send checks payable to the *Town of Moraga* to: Town of Moraga, Attn: Buy-a-Bulb, 2100 Donald Drive, Moraga, CA 94556. Santa Claus will be back at the Hacienda de las Flores on Saturday, December 10 for the annual Breakfast with Santa. Join Santa and his Leo Club and MYIC elves for breakfast and wonderful photo opportunities by the tree. The 8:30 am seating is currently available but space is limited and pre-registration is required. There are only two timeslots left for the tremendously popular Santa Visits. Call (925) 888-7036 to book breakfast or a visit today!



GRANT APPLICATIONS

The Town Council authorized Town staff to submit two grant applications at its November 9 meeting. Both grants are funded through Measure J sales tax revenues that Contra Costa Transportation Authority administers. The Town will request a \$325,000 Transportation for Livable Communities (TLC) grant to design improvements to Moraga Road near Campolindo High School and Rheem Boulevard. If the grant is awarded, the design work would implement recommendations from the Rheem visioning workshops to improve pedestrian and bicycle safety, create a bicycle- and pedestrian-orientation to the Rheem Area, create a gateway to the area, improve the area's aesthetics, and address traffic congestion for safety and economic development purposes. If funded, the grant would include extensive community outreach, traffic analysis, and visual simulations. The Town will also request a \$250,000 Pedestrian, Bicycle and Trail Facilities grant to fund bicycle and pedestrian facilities along Moraga Road, linking Moraga Commons Park with the Rheem area.



TOWN COUNCIL MEETING SCHEDULE

The Town Council has cancelled the November 23 Town Council meeting which falls on Thanksgiving Eve. Instead, the Town Council and Planning Commission will hold a joint meeting on Wednesday, November 30, 2011. The general topics will include the Rheem Valley Planning Area and issues related to the zoning ordinance. Immediately following the joint meeting, the Town Council will hold a Council meeting to handle regular Town business. Members of the public are welcome to attend either or both meetings at Joaquin Moraga Middle School Auditorium beginning at 7:00 pm.



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