



## ABOUT TOWN ▪ MARCH 11, 2011

### BI-WEEKLY UPDATE FROM MORAGA TOWN STAFF

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#### ECONOMIC DEVELOPMENT TEAM PRESENTATION TO COUNCIL

At the Town Council meeting on March 9, Renee Zeimer, Mary Coe and Richard Larsen, Moraga's volunteer Economic Development Team, presented a report summarizing activities to-date and outlining the economic development goals for 2011. The presentation included the preliminary results of a community survey designed to better understand Moraga shoppers. A similar survey developed by a Jan-term marketing class at Saint Mary's College targeting students and faculty at the school, was presented by Matthew LaBel, a Saint Mary's College student. Matthew also introduced Market Moraga, an entrepreneurial program using social media to attract SMC students to Moraga businesses.

In order to gain broad community involvement and support, the team presented an implementation plan beginning with a request to the Town Council to establish an Economic Development Action Committee. Councilmembers Ken Chew and Howard Harpham were selected to serve on the new committee along with the three Economic Development Team members and up to eight others representing the Revenue Enhancement Committee, Moraga Chamber of Commerce, Moraga property owners, and community at-large. The Economic Development Team's presentation can be found on the home page of the Town's website at [www.moraga.ca.us](http://www.moraga.ca.us). For more information, email the Moraga Economic Development Team at [economicdevelop@moraga.ca.us](mailto:economicdevelop@moraga.ca.us).



#### ADDITIONAL BOCCE BALL COURTS – PART II

Some interested citizens have been working diligently on adding two additional bocce ball courts to Moraga Commons Park. The courts would replace the existing underutilized horseshoe pits located just north of the existing bocce ball courts. The disc golf course (tee-box number five) would be relocated approximately 12 feet to the northwest with the distance staying the same. Plans are scheduled to be drawn and delivered to the Town within the next three weeks. We are still early in the process, but stay tuned as more details will soon follow.



#### COUNCIL TO CONSIDER ORDINANCES

On March 23, the Town Council will consider a revised draft ordinance prohibiting medical marijuana dispensaries in town and limiting the cultivation of marijuana for medical purposes to the interior of an occupied primary residence. The revised draft ordinance reflects changes requested by the Planning Commission and the Town Council at recent public meetings. On April 13, the Town Council will consider adoption of the CalGreen building code which was recently adopted by the State of California and Contra Costa County. At the Town Council meeting on March 9, the Council provided direction to staff regarding necessary revisions to the draft ordinance.



## 2010 CRIME STATISTICS

Crime data for 2010 shows Moraga’s overall crime increased 22%. The most significant increases were in theft-related offenses. The total part I crimes reported in 2010 was 252 as compared to 207 crimes reported in 2009. While the overall increase is significant, the 2010 number is the same as the average reported for the past 10 years (251.3). Once again, the Police Department wants to remind everyone that many of the reported crimes were preventable, and asks everyone to always lock your homes and vehicles, and be vigilant in keeping anything of value out of sight. A full comparison of the crime statistics from 2001-2010 can be found by clicking on "Crime Statistics" at the top of the MPD website home page at <http://police.moraga.ca.us/>.



## PER CAPITA COSTS FOR MORAGA POLICE SERVICES

The latest data received from the CCC Sheriff’s Emergency Services Division show Moraga’s law enforcement cost per capita was the lowest in Contra Costa County. For fiscal year 2009-2010, Moraga’s cost per resident for police services was \$122.61. The table below shows a comparison:

City	Population	Budget	Sworn Staff	Officers Per 1,000 Residents	Cost Per Resident	Square Miles
Moraga	16,700	\$2,047,596	12	0.7	\$122.61	9.5
Clayton	10,973	\$1,800,991	11	1.0	\$164.13	4.2
Lafayette	23,350	\$4,823,514	17	0.7	\$198.09	14
Orinda	17,599	\$3,926,895	14	0.8	\$223.13	13
Kensington	5,000	\$2,082,112	10	2.0	\$416.42	1

The Town strives to provide the best possible service at the lowest cost and the Police Department continues to exemplify the Town’s philosophy in fiscal management.



## TOWN OF MORAGA POPULATION DECLINES

According to the US Census, the population of the Town of Moraga declined by 274 residents in the last decade. The population of the Town of Moraga now stands at 16,016. The local decline in population is contrasted with a statewide and countywide population increase. Detailed information regarding California census results is available on the State of California Department of Finance website at [http://www.dof.ca.gov/research/demographic/state\\_census\\_data\\_center/census\\_2010/view.php](http://www.dof.ca.gov/research/demographic/state_census_data_center/census_2010/view.php)



## PLANNING COMMISSION EXTENDS COMMENT PERIOD ON HETFIELD ESTATES EIR

On Monday, March 7, the Planning Commission extended the comment period on the draft Environmental Impact Report for the 6-lot open space subdivision off of Sanders Drive at Hetfield. To be included in the final Environmental Impact Report, comments need to be delivered to the Planning Department, 329 Rheem Boulevard, by 5 p.m. on Tuesday, March 22. The draft EIR is available for review on the Town website.