

Sea Breeze

A PUBLICATION OF THE CITY OF GROVER BEACH

BUDGET AND PROJECT UPDATES

By City Manager Bob Perrault

In July 2010, the City Council adopted the City's two-year budget with expenditures of \$7,517,000 for FY 11. The budget identified an initial deficit of \$278,849. In order to address this deficit, the budget required the use of carry-over funds from the previous year in the amount of \$172,265, the use of approximately \$100,000 in General Fund reserves, and the reduction of personnel costs by \$185,000. The reduction in personnel costs required staff to meet and confer with the City's labor groups. I am pleased to report that, with the recent Council-approval of the Memorandum of Understanding with the Grover Beach Police Officers' Association, agreements have been reached with all of the City's labor groups. All City personnel from "top to bottom" are participating in what amounts to a 5% reduction in salary and benefits, and the goal of personnel cost reductions has been reached. (An employee furlough program began in July 2010 and a list of office closures is posted on the doors to City Hall and the City website.) I would like to emphasize that City employees understand the difficult financial circumstances the City is facing and are doing their part to ensure that the City is able to continue to deliver essential services while at the same time reducing City costs.

Now that work on the FY 11 Budget is completed, it is time to begin tackling the \$811,000 projected budget deficit for FY 12. In the coming months, staff will be working with the Council to identify options for further budget reductions. Your comments and input in this process are welcome and appreciated.

Despite the challenging economy, the City continues to move forward with the completion of several public improvement projects of significant importance to our

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Local Economic Stimulus Programs Council-adopted Programs Prove to Be Successful

By City Manager Robert Perrault

Last year, the City Council adopted and directed the implementation of a series of initiatives to support local businesses and stimulate the economy. I am pleased to report that all of the adopted measures have been implemented and, one year later, the program results appear to be positive.

Perhaps the most successful of our Local Economic Stimulus Programs is the **Shop Local, Shop Loyal Campaign**, referred to as "**Shop and Dine Grover Beach**". This program positively rewards shoppers for doing business in Grover Beach. Shoppers who make 10 purchases from local participating merchants and have their purchases verified on a "Shop Local Thank You Card" can submit the card to the City or any participating merchant to be entered into a monthly drawing. Through the monthly

drawing, 10 winners are selected at random to receive \$50 in Shop and Dine Certificates redeemable toward purchases from any participating business. Currently, we have 74 Grover Beach businesses participating in the program (a complete list is available at City Hall and the City website). The City has given out more than \$7,500 in Shop and Dine Certificates and the Council authorized continuing the program through June 2011.

Another successful program has been our "**Cash for Grass Program**", which is focused on both conserving water and supporting local businesses. Property owners are given rebates for converting water-intensive turf to drought-tolerant landscaping. The rebate is \$0.50 per square foot, up to a maximum rebate of \$750. Property owners are

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In early October, the City and local merchants celebrated completion of the Beach Walk improvements on West Grand Avenue between 2nd and 4th Streets. Merchants in that area will be sponsoring an evening to "**Come Celebrate the Holidays and Art on the Beach Walk**" on Tuesday, December 7, 2010 from 5:00 p.m. to 8:00 p.m.

Come and experience the difference!

Programs to Help Reduce Your Energy Costs

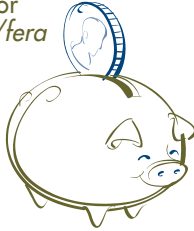
In these challenging economic times, there are programs available to help you manage energy costs. Following is a brief summary of a few of these programs, with links to websites for further information:

CARE Program—provides a monthly discount on energy bills for income-qualified households. www.pge.com/care

FERA Program—provides a monthly discount on electric bills for income-qualified households of three or more persons. www.pge.com/fera

REACH Program—a one-time energy-assistance program sponsored by PG&E and administered by the Salvation Army. REACH assists income-qualified customers who experience unplanned hardships and are unable to pay for their energy needs. www.pge.com/reach

Energy Partners Program—provides income-qualified customers with free



energy education, weatherization measures, and energy-efficient appliances to reduce gas and electric usage.

www.pge.com/energypartners

Rebate Programs—a wide range of rebates are available for your home, from lighting products to appliance recycling programs, that will help save energy, money, and natural resources. www.pge.com/rebates

Medical Baseline Program—residential customers who are dependent on life-support equipment and/or special heating or cooling needs due to certain medical conditions may be eligible to receive additional quantities of energy at the lowest price.

www.pge.com/medicalbaseline

If you are interested in learning more about one of these programs or speaking with someone about your energy bill, please call PG&E at 1-800-743-5000.

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encouraged to utilize local merchants and landscape contractors to assist with the conversion. Funds for this program are provided by the City’s Water Conservation Program. Thus far, approximately 11 property owners have taken advantage of the program, averaging \$450 per property owner. In addition to the Cash for Grass Program, the City also offers a **“Water-efficient Washing Machine Rebate Program”**.

The **“Home Repair Loan Program”** was also approved last year, with the dual purpose of preserving the quality of the City’s stock of affordable housing while contributing to the local economy. This program has made available \$250,000 in Redevelopment Housing Funds to income-eligible homeowners for low-cost loans. Proceeds are used for much-needed home improvements. Thus far, the City has assisted 13 residents, with loan sizes averaging between \$10,000 and \$15,000 per property. Examples of home improvement projects completed are: re-roofing, plumbing, and painting. San Luis Obispo Community Action Partnership (SLOCAP) administers this program on the City’s behalf and recipients are encouraged to patronize local businesses.

In addition to the programs noted above, and in keeping with current Council policy, the City continues to make purchases for its own use whenever possible from local businesses and vendors. The City Council recognizes that the health of our community as a whole is dependent upon the well-being of our business community and is committed to supporting local businesses during these difficult financial times.

Community Partnership Program

GROVER BEACH POLICE DEPARTMENT

The Community Partnership Program is a cooperative approach between members of the community and your police department to address the causes of crime and other disturbances. The program focuses on increasing communication and partnering with residents and businesses to develop innovative ways to resolve long-term or chronic issues, such as an on-going noise disturbance, vandalism, parking or traffic issues.

The Community Partnership Program divides our city into four geographical areas and assigns one Senior Police Officer (SPO) to each area. For assistance or inquiries in your neighborhood, please contact the appropriate Senior Police Officer who corresponds with the area where you live by visiting the City website at www.grover.org, click on “Police Department”, and then “Community Partnership Program”. If you don’t have access to the Internet, just call the Police Department at (805) 473-4511 or come to the Police Department, 711 Rockaway Avenue at the corner of South 8th Street and Rockaway Avenue to inquire in person.

We hope you find this program responsive and beneficial in addressing community concerns. For emergencies, don’t hesitate to call 9-1-1. For matters that need immediate attention, but are not considered emergencies, call the Grover Beach Police Department at (805) 473-4511.

TIPS FOR HOLIDAY SHOPPING SAFETY

The holidays are a time for giving and sharing, as well as enjoying good cheer and fun with family and friends. However, if you let down your guard, you could become the victim of crime. Following are just a few tips to ensure this upcoming holiday shopping season is a safe one for you and your family...

While Shopping at Stores:

- Park in a well-lit, well-populated area.
- Keep valuables and packages out of view, preferably in the trunk, and lock all doors.
- Don’t carry too many packages, and consider moving your car to a new parking spot when you shop from one store to another.

• Stay alert, be aware of your surroundings, and don’t allow yourself to become distracted.



- Don’t carry large amounts of cash. Bring just one credit or debit card.
- Carry your purse close to your body. Never leave your purse in a shopping cart. Never leave your purse open.
- Keep your wallet in a front or zipped pocket.
- When you return to your car, have your keys in hand, get in quickly, and immediately lock your doors.
- Shop with a friend.

While Shopping On-line:

- Shop only with known or reputable firms.
- Confirm phone numbers and addresses so you can contact the company if something goes wrong.
- Provide personal information sparingly or not at all. On-line vendors do not need your social security number or driver’s license number.
- Use only “secure servers”. Look for an unbroken key or padlock at the bottom of the browser window and a URL that begins with “https”, not just “http”.
- Make sure you understand all shipping charges, taxes, and delivery dates.
- Schedule deliveries when you will be home, arrange for deliveries to your business or arrange a pick-up time from the delivery service.

As you scout the stores for bargains and great deals, be aware that thieves and muggers are also on the lookout for good “discounts” too. Please keep these safety tips in mind and enjoy the holiday season.

EARTHQUAKE PREPAREDNESS

Ways to Plan Ahead . . .

You've heard it many times before, but if an earthquake occurs, are you prepared to be self-sufficient until help arrives? In the event of a major disaster, you could be on your own for up to 72 hours without utilities or water. Have you created an emergency preparedness kit or established a family emergency plan? Following are a few emergency preparedness tips:

BEFORE AN EARTHQUAKE...

Check for Hazards in the Home

- Fasten shelves securely to walls, install latches on cupboards.
- Store breakable items in low, closed cabinets with latches.
- Hang heavy items away from beds, couches, and anywhere people sit.
- Secure a water heater by strapping it to the wall studs and bolting it to the floor.
- Store weed killers, pesticides, and flammable products on bottom shelves of secured, closed cabinets with latches.

ESTABLISH MEETING LOCATIONS

- Identify an area outside your home where family members will meet up following an emergency. Also identify an area away from home in case you become separated or are not at your home during the emergency.
- Identify an out-of-town contact. It may be easier to make a long distance phone call than to call across town, so an out-of-town contact may be in a better position to communicate between separated family members.

DISASTER SUPPLY KITS

Since you don't know where you'll be in the event of an emergency, prepare supply kits for home, work, and your vehicle.

HOME

Your disaster supplies kit should contain:

- Essential food, water, and supplies for at least three days; refresh supplies every 6-12 months.
- Keep this kit in a designated place, ready in case you have to leave your home quickly. Make sure all family members know where the kit is stored.
- Consider having supplies for sheltering for up to two weeks.

WORK

This kit should be in one container, ready to "grab and go" in case you are evacuated from your workplace:

- Food and water
- Comfortable walking shoes in case an evacuation requires walking long distances.

CAR

In case you are stranded, keep a kit of emergency supplies in your car:

- Food, water, first aid supplies, flares, jumper cables, and seasonal supplies.

DURING AN EARTHQUAKE

If indoors: "Drop, Cover and Hold"

- Drop down onto your hands and knees to protect yourself from falling.
- Cover your head and neck and get under a sturdy table or desk.
- Hold on until the shaking stops.
- Stand against an inside wall away from glass, windows, or mirrors that could shatter or where heavy bookcases or other heavy furniture could fall over.



If outdoors:

- Stay away from buildings, trees, telephone and electrical lines, and overpasses.

For more information, contact the San Luis Obispo County Office of Emergency Services or the local American Red Cross Chapter for detailed information on how you and your family can prepare in the event of an earthquake. A list of basic emergency preparedness information and resources is also available on the City website.



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community. In October 2010, the first phase of the **West Grand Avenue Enhancement Project** was nearing completion between 4th Street and the Union Pacific right of way. Funded largely with federal funds, this area will not only serve as a gateway to our downtown business district, but will also become a gathering spot for local residents.

Nearing completion is the **South 4th Street Sewer and Repaving Project**. This project will extend sewer service to properties located in the "south industrial area" and will resolve badly deteriorated paving conditions on South 4th Street. Also close to completion are improvements in and around Grover Heights Elementary School. This project was funded with a Safe Routes to School Grant that will also provide for crosswalk safety lighting at the intersection of North 4th Street and Atlantic City Avenue. This phase of the **Grover Heights Elementary School Project** is expected to be completed by the middle of December. Early in 2011, residents can expect to see pavement repairs on **West Grand Avenue between 7th Street and Oak Park Boulevard**. Finally, on another front, the City is expected to have completed and brought online a new website by November 2010 that should improve our ability to receive and communicate information to and from residents, businesses, visitors, and potential investors. In September 2010, the City entered into the social media realm with the launch of its official Facebook page, which includes information on City events and programs. You're invited to "become a fan" and join us on Facebook at www.facebook.com/GroverBeach.



Upcoming Community Events and Recreation Offerings

GROVER BEACH PARKS AND RECREATION DEPARTMENT

The **44th Annual Holiday Parade** will march on Saturday, December 4, 2010 down West Grand Avenue. The parade will begin at 10:00 a.m. sharp. This year's theme is "Soar With Us This Holiday Season". The City is looking forward to receiving parade entries that incorporate



A great place to spread your wings

and highlight the City's new butterfly logo and tagline "Grover Beach, A Great Place to Spread Your Wings". Parade entry forms are available at City Hall and on the City website or call the Parks and Recreation Department for more information at (805) 473-4580.

Immediately following the parade, join Santa Claus and local artisans and crafters at **Santa's Workshop** at the Ramona Garden Park, 993 Ramona Avenue (one block north of West Grand Avenue, between 9th and 10th Streets), from 10:00 a.m. until 6:00 p.m. Entertainment will be provided by Dellos Dance and Performing Arts Studio, Pacific Horizon Chorus, Cortina Dancers, and Critical Mass, a classic rock cover band.

The holiday celebration will continue with Santa Claus for the **Tree Lighting Ceremony** at Ramona Garden Park at 5:00 p.m. Before the tree lighting ceremony, children will have an opportunity to decorate an ornament for the tree.



GET ACTIVE, HAVE FUN!

The Grover Beach Parks and Recreation Department offers wonderful leisure classes all year long. Join us for tennis lessons, dance lessons, performing arts, gymnastics, skateboarding, art classes, preschool classes, dog obedience, volleyball league-bump-set-spike, and more!

VOLUNTEERS AND SPONSORS NEEDED

The many activities and special events offered to the community throughout the year are made possible through the assistance of hard-working volunteers, generous donations, and monetary sponsorships of local businesses and private citizens. The Grover Beach Parks and Recreation Department is working diligently to continue providing classes and events for all ages. If you are able to volunteer for a special event or make a contribution, please call (805) 473-4580 for more information or send an e-mail to parksandrecreation@grover.org.

QUICK REFERENCE

GROVER BEACH CITY HALL

154 South Eighth Street; *Mon - Fri; 8 a.m. - 5 p.m.
*Except for Employee Furlough Dates & Holidays

Administrative Svs./Utility Billing	473-4550
Business Tax Certificates	473-4550
Community Development	473-4520
Building Inspection Requests	473-4527
Parks and Recreation	473-4580
Facility Rentals	473-4580
Public Works Department	473-4520
Code Enforcement	473-4520
Police Administration	473-4511
Emergency	9-1-1
City Management	473-4567
City Clerk	473-4568
Human Resources	473-4564
City website	www.grover.org

Other Frequently Called Numbers:

Chamber of Commerce 180 Highway One - or www.groverchamber.com	489-9091
Charter Communications (cable television) 270 Bridge Street, San Luis Obispo - or - www.charter.com	(888) 438-2427
Community Library - Grover Beach 240 North 9 th Street, Grover Beach (Mon, Tues, Thurs, Fri: 1-5 p.m., Sat: 10 a.m. - 2 p.m.)	481-4131
Five Cities Fire Authority 140 Traffic Way, Arroyo Grande	473-5490
Pacific Gas & Electric (electricity)	1-800-743-5000
South County Sanitary (trash and recycling services) 866 West Grand Ave - or www.wasteconnections.com	489-4246
The Gas Company (natural gas)	1-800-427-2200
SLO Superior Court - South County Branch Office 214 South 16 th Street (8:30 a.m. - 4:00 p.m.)	
Traffic Division	473-7070 or 781-5696
Civil & Small Claims Division	473-7077
Criminal Division	473-7072
County Health Department South County Branch Office 286 South 16 th Street	473-7050
San Luis Obispo County Human Services & Support Groups Hotline	2-1-1

Sea Breeze is published by the City of Grover Beach.

We welcome your comments and suggestions. Call us at 473-4567 or send email to gbadmin@grover.org



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