



MARCH 2012

CITY OF MODESTO

City Beat

www.modestogov.com

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Modesto City Council to Consider New Logo - Tell Us What You Think!

A group of community members embarked on a journey to promote Modesto through a universal image and common messages which would be integrated into all economic development, City government, business/enterprise, civic pride/outreach and tourism efforts. In 2009, more than 3,000 community members were surveyed and the results pinpointed seven most commonly acknowledged characteristics of Modesto called "brand anchors" which are:

- Agriculture & Industry
- Community
- Location
- Culture, Parks & Outdoors
- Hometown Heroes
- Small Town Feel

From these brand anchors, the proposed logo was developed to tell Modesto's story visually:



CURRENT LOGO



PROPOSED LOGO

To better utilize the City's fiscal resources, changes to stationery, supplies, vehicles and other material items will be phased in over time as current supplies are depleted. This should result in little or no added cost.

The partners in this effort moving forward will be the Modesto Chamber of Commerce, the Modesto Convention and Visitors Bureau and the Modesto Downtown Improvement District. The Modesto City Council will be considering approval of the proposed logo at its March 27 meeting. **Tell us what you think – send your comments to logo@modestogov.com by Wednesday, March 21, or call 209.577.5223.**

This new logo does not change Modesto's motto of "Water Wealth Contentment Health." In fact, 2012 is the 100 year anniversary of the Modesto Arch and a group of community volunteers are working to restore the Arch to its original splendor by updating the electrical lighting to LED, repainting and rehabilitating the support structure. Interested in getting involved? Contact the Modesto Chamber of Commerce at 209.577.5757.

WATER CONSERVATION "Reviewing the Basics"

Spring is right around the corner and you may be starting new gardening projects with the nice sunny weather. Water is one of our most important natural resources; the City of Modesto is focused on reviewing the fundamentals of water conservation.

- 1. Use water-conserving plants.** Choose plants that are naturally adapted to our region's conditions.
- 2. Group plants wisely.** Place thirsty plants together and drought resistant plants elsewhere.
- 3. Limit turf areas.** A lawn requires more irrigation than almost any other landscape feature.
- 4. Irrigate efficiently.** Make sure your watering practices and devices are as efficient as possible.
- 5. Improve your soil.** Routinely cultivate your soil, incorporating organic matter such as compost.
- 6. Mulch.** Apply a layer of organic matter over soil around plants.
- 7. Control weeds.** They absorb water needed by desirable plants.
- 8. Keep plants healthy.** If they are robust, they will be able to withstand dry periods.
- 9. Care for container plants.** Group containers so they shade one another.
- 10. Follow the year-round watering schedule as shown below:**

Year-round *watering schedule* for City of Modesto customers.

	SUN	MON	TUES	WED	THURS	FRI	SAT
IF YOUR ADDRESS IS...	ODD	DO NOT WATER	EVEN	ODD	EVEN	ODD	EVEN
MIDNIGHT TO NOON	WATER		WATER	WATER	WATER	WATER	WATER
NOON – 7:00 PM	DO NOT WATER						
7:00 PM – MIDNIGHT	WATER		WATER	WATER	WATER	WATER	WATER

ODD NUMBERED ADDRESSES END IN 1, 3, 5, 7, 9
EVEN NUMBERED ADDRESSES END IN 0, 2, 4, 6, 8

For more information or to report
water waste, call (209) 342-4580.

<http://www.modestogov.com/pwd/utilities/water/conservation/>

EARTH DAY APRIL 21, 2012

Join us Saturday, April 21 for Modesto's 23rd Annual Earth Day in the Park Festival! This great family event will be held at the beautiful Graceada Park in downtown Modesto (corner of Needham & Sycamore) from 10 a.m. to 5 p.m.

This popular FREE community event provides a unique opportunity to learn about the environment in a family-friendly atmosphere. It's a whole day of "green" education, free entertainment, great food, family fun and a whole lot more!

Be sure to attend the free Boyett B Green Recycling Event held on Stoddard Avenue between Park and Sycamore Avenues. This is a convenient drive thru event where all recyclables donated are matched dollar for dollar by Boyett Petroleum. 100% of the funds are donated to the development and maintenance of the Modesto Dog Park. Items accepted for recycling include:

- Paper for shredding (limit of 5 file boxes or grocery bags)
- Cardboard
- Ink jet and laser cartridges
- E-Waste (computers, televisions, etc)
- CRV Containers (bottles, cans)

This year's entertainment includes a demonstration from the Modesto Police Department's K9 Unit, Ballet Folklorico Los Luceros de Osborn and some of Modesto's local bands: Johnny Rocket and the Thrust; Kyle Barker Band; and Southern Bend.

Join us for a full day of green education, free entertainment, great food and lots of family fun.

For more information, visit:
www.modestogov.com/prnd/recycling/earthday

