



City of Modesto

CITY PRIDE

August 2002

City Wide

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<http://www.modestogov.com>

This information brought to you by the Modesto City Council.

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City opens new 1.4 mile stretch of bicycle trail

Last month a new phase of the Hetch-Hetchy bicycle trail opened extending the corridor another 1.4 miles through the city.

This new stretch of trail starts at the corner of

Standiford and Shawnee and continues to Semallon Drive by Wesson Ranch Park.

The second phase was an addition to the existing 1.6 miles of the first phase

which begins at Sisk Road.

Plans for the Hetch-Hetchy trail began around 1990. The first phase was completed in the mid-90s. Together, the two phases total three miles.

The bike trail is on the property of the Hetch-Hetchy water and electricity lines owned by the City and County of San Francisco and is granted on an easement by San Francisco.

RRM Design of Oakdale designed the bike trail's second phase and George Reed, Inc. constructed it.

The \$380,000 cost of this project was mostly funded by state and federal grants.

Although the trail is used frequently for recreation, it is great for transportation. The trail links together parks,

schools, businesses, and Vintage Faire Mall.

It's a great way to get off the crowded streets and enjoy the fresh air.

Future plans for a third phase of the bike trail extend it to McHenry, across the future Virginia Corridor, which connects to downtown. The third phase is expected to be complete in about two years.

Currently, Modesto boasts 11 miles of bicycle trails including trails in Legion Park and in the La Loma/Dry Creek area.



Many area residents joined in the grand opening event by riding their bikes along the new path.

Modesto's Great American Cleanup Day set for November 2

The second Great American Cleanup event is Saturday, November 2nd.

The first community-wide litter removal day last April, netted 900 bags of roadside garbage.

Modesto's citizen-based anti-litter team designated the last Saturday in April and the first Saturday in Novem-

ber as annual Great American Cleanup days.

Volunteers contribute two to four hours to help remove litter on more than 58 miles of roadsides and trails.

"We are looking for service clubs, church groups, Boy and Girl Scout troops, high schoolers needing community service hours,

and volunteers at-large," said Chris Murphy, campaign co-chair. "Littering is a problem in Modesto and we need everyone to support cleanup and prevention."

The city offers a new roadside adoption program, similar to the Caltrans Adopt A Highway Program.

Now that Highway 99's lit-

ter removal schedule is 24 times per year, the focus is on cleaning the other major roadway areas in our city.

Volunteers interested in participating in the November 2 event or the new Adopt A Roadway program, can contact the department at pcowles@modestogov.com or call 342-2279.



David Paladini

THROUGH THE EYES OF OUR STUDENT REPORTER

City works to rid neighborhoods of blight

Every year for my mom's birthday we go around Modesto looking for yard sales. She calls it "yard-sailing" and it's one of our family traditions. We take the classified yard sale section from the newspaper and a few dollars each and off we go! Sometimes we find signs for yard sales that aren't in the paper and we get very excited as we drive down the street to find the address of the "HUGE YARD SALE" advertised on the sign. But sometimes after we drive all the way down the street, we find that there is really no yard sale. The sign was an old one someone neglected to take down.

When people do this, not only is it misleading and disappointing, it's also illegal. In fact, I recently found out that it's illegal to post any kind of sign on city property.

Have you ever seen one of those "Work from Home" or "Lose Weight" advertisement signs along the road? Did you know that those, too, are illegal?

The only legal way to post a sign, including a yard sale sign, is on a stake on private property. Make sure you have the property owner's permission though.

When people put up illegal signs and the city has to take them down, the violator will receive a bill for \$100 in the mail. Along with that bill is a notice indicating that any more of their signs will

be fined \$100 each. Rafael Rodriguez, supervisor of the city's Neighborhood Preservation Unit, reports a drop in "sign blight" since the city enacted the fines.

What is blight? In short, it is anything that makes something or someplace look messy or trashed.

I became interested in blight after talking to James Niskanen when I wrote about the Parks, Recreation and Neighborhoods division last May. Mr. Niskanen invited me to go on a ride-along with Rafael.

I expected to just drive around and look at piles of junk in people's yards. Actually, Rafael's discussion was much broader.



He explained many of the city's projects to keep neighborhoods looking nice and tidy.

One really interesting program is the Proactive Volunteer Program. The city selected ten volunteers who are everyday citizens who care about their community. They cruise around their neighborhoods and remind people to tidy up when trash

has accumulated on their property. The person who has been contacted has 14 days to remove the mess. If he does not take care of the problem, then the volunteer notifies the city.

There are six official blight inspectors on the city staff. When a volunteer calls about an ignored blight problem, the city will send an inspector who will cite the resident. That visit could result in a \$1000 fine.

In addition, if the property owner doesn't clean up the mess, the city will remove the trash and send the owner a bill for the removal cost as well as the fine.

Improper sign posting and trash accumulation on

are pretty strict, but most of the time people respond well, which leads to better, cleaner neighborhoods.

Still, others need a bit more attention. Basically the city has the same mentality as my parents when it comes to cleaning my room. That is, "Clean up! Nobody likes living in a trash heap!"

I know this whole blight cleanup program is working towards making Modesto a much nicer and cleaner place, but I really wasn't quite sure myself about what's legal and what's illegal.

To find out I went to the Parks, Recreation and Neighborhoods department web page in the City of Modesto website. There is a lot of information there and I even played a quiz game called, "What's the Violation?"

You can visit that site at www.modestogov.com.



The City of Modesto's Neighborhood Environmental Action Team (N.E.A.T.) program is a fun, educational and worthwhile opportunity for you, your organization or business to help beautify our community.

Learn more about adopting and caring for a N.E.A.T. zone by visiting us online at www.modestogov.com/omd/neat.htm or call the Operations and Maintenance Department at 342-2279.

your own property in public view are illegal, but littering or dumping trash in public places such as alleys or vacant lots is a major no, no. Dumping or abandoning trash anywhere besides one's own toter or the dump is subject to a large fine.

Fines vary from \$15 to \$100,000 depending on the offense. You might be thinking that some of these fines



Game highlights Modesto spots

Have some fun this summer playing the new limited edition Monopoly game of Modesto.

Proceeds from the sale of the Modesto Millennium Game will be used to purchase and install playground equipment in a new park next to Orville Wright Elementary School.

Produced and distributed by the Modesto Lions Club, the games cost \$20 and are available at local Save Mart Supermarkets, Longs Drugs Stores and City Hall at the Mall.

Farmers' Market

Summer's a great time for fresh produce. The Modesto Farmers' Market is open Thursdays and Saturdays, 7:00 a.m. to noon, on 16th Street between H and I Streets.

The Farmers' Market operates each year through the weekend prior to Thanksgiving. For more information call 632-9322.

Get a library card in September

September is Library Card Sign-up Month! A library card is one of the most important gifts parents can give to their children...and best of all, it's FREE!

The Stanislaus County Library recently added books on CD and a collec-

tion of college videos, designed to help students get a look at 124 campuses.

Weekly StoryTimes and special children's activities are offered at all Stanislaus County Libraries.

A total of 100 computers are available for public Internet use and word processing at libraries throughout the county.

Reach the library online www.stanislauslibrary.org, you can search the library catalog, place a hold or renew items, search premium databases, contact a reference librarian, and apply for a new library card online.

Recycle centers listed on website

It's time for some summertime recycling. Area recycling drop-off and buy-back centers are listed on the city's web, www.modestogov.com. The list also indicates the type of recyclables each center accepts.

Modesto pride

Show your city pride with logo items available at the City of Modesto store. Residents can purchase polo shirts, fleece pullovers, denim shirts, tote bags and calculators decorated with the City of Modesto logo or a Team Modesto logo.

View available items at www.modestogov.com or at Ditto's, 1010 10th Street. An extended catalog of items is also available.

Gardens show Modesto's patriotism to independence



Fairview Elementary School (left) shows its patriotism with red, white and blue flowers. Below, patriotic flowers and foliage abound in Roni Turner's garden. Both were first place winners in Modesto's patriotic garden contest.

Fairview Elementary School earned first place in the non-profit category of the Patriotic Garden Contest sponsored by the city and the Modesto Garden Club.

The Patriot Garden Contest celebrated Modesto's patriotic spirit by encouraging residents and businesses to decorate their gardens with red, white and blue plants.

Residential winners are: **First Place:** Roni Turner, 3913 Ambrosia; **Second Place:** Iris Kolf, 2813 Warwick; **Third Place:** Steve Elliott, 3416 Woodbine.

View the non-profit winners at the following addresses: **First Place:** Fairview Elementary School, 1937 W. Whitmore; **Second Place:** Medical Ambassadors, 4048 Tully Rd.; **Third Place:** Unity Church, 2467 Veneman.



Pothole patrol

You can be a part of the "pothole patrol" by reporting streets plagued by potholes.

The City of Modesto is committed to quick response to pothole complaints. Within 24 hours of a call, city crews will check the site to assess the hole. Generally, potholes are filled within two days of the complaint if they are more than 2 inches deep.

Please call the City's Streets Division at 342-2244 or email the complaint to streets@modestogov.com.

To report other issues visit www.modestogov.com/omd/servreq.htm.

City PEG channels

On July 5, the City of Modesto assumed responsibility of the Public-Education-Government access channels as required by the cable franchise agreement with AT&T Broadband. These channels are recognized as channels 2, 8 and 27 on the AT&T cable system.

Watch for more information on PEG in upcoming issues of City Pride, City Wide or learn more online at www.modesto.tv.

To find out where to drop-off tapes for broadcasting on the Public Access channel call 525-5104.

Chat with the Modesto City Council

Stop by and chat with members of the
Modesto City Council
during the
Downtown Farmers' Market on



Saturday, September 21
7:00 - 11:00 a.m.

On 16th Street between H & I Streets

VISIT THE CITY OF MODESTO ON THE INTERNET!

<http://www.modestogov.com>

OR CALL US AT (209) 577-5463

City Offices Closed on Labor Day

City of Modesto offices will be closed on
Labor Day, Monday, September 2.
Office hours resume Tuesday morning,
September 3, at 7:30 a.m.

Only Rain Down the Drain!

YOU are the Pollution Solution!



NEVER pour
Used Oil, Paint,
Gasoline or Chemicals
down storm drains!

Report Pollution call 577-6200

Recycle Used Oil & filters call 577-5493



Paid by the City of Modesto and a grant from the
California Integrated Waste Management Board

The Fall
Activity Guide
is Coming!

Watch the Modesto Bee
September 10 & 11
or pick up a copy at:

- Tenth Street Place
- City Hall at the Mall
- Stanislaus Main Library
- Modesto Chamber of Commerce
- Senior Citizens Center
- King-Kennedy Memorial Center
- Maddux Youth Center

Check it out online at:
www.modestogov.com/fmg



Buy one regular priced flat of flowers and get one bag of
Mo-Gro Magic FREE or Buy 2 bags at regular price and
receive third bag FREE

MUST PRESENT COUPON AT TIME OF PURCHASE
LIMIT 2 FLAT - BAGS PER COUPON
OFFER EXPIRES 9/15/2002

Available at these local nurseries:

Scenic Nursery
1313 Scenic Drive

Westurf
1612 Claus Road

FREE BACKYARD COMPOSTING CLASSES

The City of Modesto is offering free backyard
composting classes to Modesto residents.

Wednesday Classes

Sept. 11, Oct. 30

Modesto Junior College • 6:30-8:30 p.m.

To register call 575-6063

**BACKYARD
COMPOST BINS**
\$26.30 each plus tax
To order call the Solid
Waste Office at 577-5495.

