



City of Modesto

CITY PRIDE

April 2002

City Wide

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This information brought to you by the Modesto City Council.

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Celebrate April as Keep Modesto Beautiful Month

Citizens, community groups and businesses will have their eyes on keeping Modesto sparkling clean throughout April as part of Keep Modesto Beautiful Month. The month-long effort will culminate with a community-wide clean-up day on Saturday, April 27th.

Thanks to a \$10,000 donation by Oakdale resident Larrell D. Fortner, business manager of the Plumber and Pipefitter Unions Local 442, the effort is already on its way.

Modesto's City Council designated April as Keep Modesto Beautiful Month as

part of the statewide Keep California Beautiful campaign. Modesto recently was recognized as a "Proud Community" by the Keep California Beautiful organization.

The City Council action followed the recommendations of a community-based anti-litter committee co-chaired by resident Chris Murphy. The group's suggestions ranged from enacting local anti-litter ordinances to providing ways to improve the appearance of the Highway 99 corridor in cooperation with Caltrans.

Murphy encouraged citi-

zens, local businesses and community groups to adopt areas of the city to remove unsightly litter. "We are in this together, we have a choice about the image we present for our community", states Murphy, a local citizen activist.

"We thank the anti-litter committee for its efforts to improve our community's appearance," said Peter Cowles, director of the City

of Modesto's Operations and Maintenance division. The difference they have made in Modesto is very noticeable and we encourage all citizens to follow the committee's lead."

For information about how to volunteer for the community-wide clean-up on April 27, call the City of Modesto Operations and Maintenance division at 342-2284.



The month-long focus on keeping our community litter-free will enhance the impact of other beautification projects like our downtown flower clock.

Color Modesto red, white and blue for Liberty Garden contest

Make Modesto a red, white and blue community this spring and summer by planting a patriotic flower garden.

Then enter your garden in the Liberty Garden Contest, sponsored by the Modesto Garden Club and the City of Modesto as part of the Keep America Beautiful program.

Contest categories are:

- Best display in residential property
- Best display in a commercial property
- Best display in a property operated by a non-profit (schools, churches, etc.)
- Best display in Downtown Modesto
- Best neighborhood display (multiple properties on the same block)

Liberty Gardens must be in public view and must be located within the Modesto city limits. Red, white and blue colors must be from living plants. Contestants must complete entry form by June 1, 2002.

For more information about the contest, visit the City of Modesto's website at www.modestogov.com.

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David Paladini

THROUGH THE EYES OF OUR STUDENT REPORTER

Upturn in downtown Modesto offers fun for all

The aroma of juicy hotdogs fills the air around the courthouse as I walk down 11th Street. Since I live only a few blocks away, I am close enough to walk downtown on errands for my mom. I am so overpowered by the smell of the hotdogs that I am compelled to stop and buy one. I visit with the vendor who tells me he's been selling hotdogs for years and years in this spot.

It is great to be able to walk along the downtown streets and feel safe and secure.

It has not always been like this, though.

For the last few decades downtown Modesto was considered a rough place because very few public or private investments had been made in the area. Many buildings, houses, and businesses had been allowed to go unmanaged and were deteriorating, which made downtown a dreary and sometimes scary place.

But things have changed thanks to the Modesto Redevelopment Agency. This agency is now on the run with ideas and help for the greater downtown area.

Their job is to help clean up and provide resources for downtown Modesto. The downtown area covers roughly from Needham south to Morton Street, and North Jefferson east to Burney Street.

The Modesto Redevelopment Agency was created in 1982 and adopted in 1983.

A State of California law authorizes the establishment of agencies in California's cities specifically to redevelop deteriorated parts of those cities. Modesto's Redevelopment Agency was created to deal with downtown's deterioration. The original funding came from a loan from the city. The funding that keeps it going today is from the property taxes that have been raised as the property values increase.

One of my earliest memories of the redevelopment project was a few years ago when workers tore down the vacant Covell Hotel. My friend Matthew and I, along with our moms, actually watched them implode the building with a huge crane. It was awesome to be able to stand there and watch history being made, or un-made.

Each year the agency allocates \$100,000.00 to a Façade Improvement Pro-

gram. The word "façade" means "appearance." So if a business owner wants to improve the appearance of his building, like paint his store or put awnings on, he could be reimbursed for up to 50% of the money he spends to make his property look nicer.

In the last year or so, our city has also fixed up many of the sidewalks. We now have new trees and big pots full of bright flowers that make our sidewalks much more colorful and pleasing. This is because the redevelopment agency has been using the façade money for sidewalk benefits like ornate street lamps and flower pots. This has helped sidewalk cafes to become very popular. At these little cafes it is not unusual to see adults deep in conversation for hours at a time.

Downtown is really nice now because where the old dilapidated buildings once were now stand many nice restaurants, cafés, a state of the art theater, and the new Tenth Street Place.

Now there is a very fun and exciting atmosphere downtown. I love to go and



hang out with my friends and have fun at the courtyard area on Tenth Street. We usually go to Jamba Juice and Starbucks. It is fun to go and have a family night there and see a movie or just walk around with different people. You can almost always find someone you know. I know that from experience.

On Friday nights there are bands and other forms of entertainment downtown. The city council must approve the entertainment, but they do allow a large variety of different bands. The few times that I have gone it was fun and exciting.

As the years have passed, we have watched the metamorphosis of our downtown into the place we know and love today. We can be proud of what we have helped accomplish in our city.

Drop by Earth Day in the Park for a free bag of MoGroMagic, the City of Modesto's co-composting product. Limit one bag per resident household, so bring your identification. Each bag weighs about 45 pounds.



Putting garbage in its place

What goes in your garbage container...?

As you already know, black garbage collection containers are for the removal of household garbage and recyclables only. No other materials may be put in them.

What you may not know is that recyclables should be placed in blue bags. Acceptable recyclables include:

- Tin, Steel & Aluminum Cans
- Glass Bottles & Jars
- Plastic Bottles
- Newspapers, Brown Bags, Magazines, Junk Mail, Telephone Books, Mixed Paper, and Computer Paper

Blue bags are available at:

- City Hall at The Mall – downstairs near J.C.Penneys
- City of Modesto – 1010 Tenth St., 2nd & 4th floors
- King-Kennedy Memorial Center – 601 N. Martin Luther King
- Senior Citizens' Center – 211 Bodem St.
- New Deal Market paystation, 832 Oakdale Road
- Police Area Command Centers
3229 Oakdale Road
1005 Evergreen, #500
1550-A Yosemite Blvd.
401 Paradise Road, Ste. D

...and the following grocery stores will bag your groceries in blue bags: New Deal, O'Briens, Raley's, Richland and Save Mart.

Please note that collection containers may not exceed 100 pounds. For more information call 577-5494.



Food composting program reuses paper, food waste

As of January residents in the City of Modesto can place food scraps and some paper waste into their green waste containers along with their yard waste. The materials are composted at the City's facility on Jennings Road.

The following materials can now be placed in the green yard waste containers:

Yard Waste: grass, leaves, brush, plant clippings, tree limbs less than 4' long and/or 6" in diameter.

Food Waste: table

scraps, vegetable and fruit peelings and pits, meat, bones, fish, egg shells, solid dairy products, coffee grounds, bread and toast.

Paper Waste: napkins, towels, plates, coffee filters, tea bags.

Please no household garbage, liquids, food containers, packaging, foil, plastic of any kind, kitty litter, animal feces, recyclables, dirt or rocks.

Residents may receive a free 2-gallon tabletop container for convenient separation. Please contact your garbage company for delivery.

Bertolotti Disposal 537-8000, Gilton Solid Waste 527-3781, or Modesto Disposal/Waste Management 538-2210.

Should you have any questions, please contact the Solid Waste Office at 577-5494.



Bulky item program takes care of the big stuff

City of Modesto residents can participate in the Bulky Item Program two times per calendar year, by appointment only. Please call your garbage company to schedule an appointment.... Bertolotti

Disposal 537-8000, Gilton Solid Waste 527-3781, or Modesto Disposal/Waste Management 538-2210.

Do not place items out for collection until the night before your scheduled appointment.

Bulky items include furniture, appliances (remove all doors), bicycles, BBQ's, water heaters, etc. Please, no tires, hazardous waste, glass, TVs, computer monitors, construction debris, etc.

Reminder, this program is

only for households that have "residential" garbage service with the black and green cans, not dumpster customers. If you have any questions, please contact the Solid Waste Office at 577-5494.

Family Cycling Festival offers fun, safety information

Bicycles will flood downtown Modesto's streets this May for the 7th annual Family Cycling Festival and SaveMart Criterium.

Scheduled for Saturday, May 18, the Family Cycling Festival will be held in front of the Stanislaus County Courthouse on I Street. Festival hours are 9 a.m. to 4 p.m.

The Family Cycling Festival offers free cycling entertainment for the whole family. Entertainment includes Unipsycho Mania, a unicycle demonstration; Perfection on Wheels, a BMX stunt team; John Foss, the Unicyclone; "Cop"-etition, competitions by police and other bicycle pros on skill and agility; and "On the Safe Side" Interactive Traffic Safety City.

The all day events include

bicycle safety checks, bicycle licenses and bicycle safety information. Electric bicycles and other environmentally-friendly transportation forms will be on display.

Children's activities include games, prizes and face painting. The Kiwanis Club will host a fingerprinting/ photograph booth and MedicAlert bracelets will be available to children with special health conditions.

The SaveMart Criterium, a racing event, is promoted by Stanislaus/Merlock Velo and held under NCNCA rules and permit.

Beginner/Children's races run from 10 - 11 a.m. and include races for kids of



Last year's racers head down 13th Street.

all ages. Registration fees are \$2 and a parent/guardian must be present for a child to participate. Registration closes 20 minutes prior to the scheduled start of each race. Helmets are required.

A police mountain bike race will begin at 2:45 p.m.

The adult/junior races begin and end on the corner of 13th & H Streets. Pro

races run at various times throughout the day with the final race running at 3:55 p.m.

For information about the Family Cycling Festival, call the City of Modesto's Rideshare Coordinator Ann Newton at 571-5193. For details about the SaveMart Criterium races, call Pam or Lynn at 527-7857.

FREE BACKYARD COMPOSTING CLASSES

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

Wednesday Classes

April 24, Sept. 11, Oct. 30

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

To register call 575-6063

BACKYARD COMPOST BINS - \$26.30 each

To order call the Solid Waste Office at 577-5495.



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 5/15/2002

Available at these local nurseries:

Scenic Nursery
1313 Scenic Drive

Westurf
1612 Claus Road