

The City of Ridgecrest Monthly Report



Peruvian Andes with Mountain Lodges of Peru

August 2009

City Manager/Administration

Telephone 499-5004 - Fax 499-1500

CITY MANAGER AUG MTGS.

- Aug 01 - RACVB Mtg.
- Aug 01 - Protest Hearing Pre-Mtg.
- Aug 01 - New Furlough Schedule Mtg.
- Aug 01 - CITY COUNCIL MTG.
- Aug 01 - Protest Hearing
- Aug 02 - Community Development Committee Mtg.
- Aug 08 - SCE Mtg.
- Aug 08 - Benz Mtg.
- Aug 08 - Infrastructure Committee Mtg.
- Aug 09 - RDA Payment Discussion
- Aug 09 - Media Mtg.
- Aug 09 - City Organizational Committee Mtg.-CANCEL
- Aug 10 - Pre-Supplemental Noise Mtg.
- Aug 10 - Supplemental Noise Mtg.
- Aug 10 - DI Meeting
- Aug 14 - Solar Discussion
- Aug 14 - Boys & Girls Club Mtg.
- Aug 15 - CITY COUNCIL MTG.
- Aug 27 - Rev. Hearn Mtg.
- Aug 28 - Doug Lueck Mtg.
- Aug 29 - Media Mtg.
- Aug 30 - California City Interviews

ADMINISTRATION

Michael D. Avery **Eva Peterson**
City Manager Exec. Secretary

Rita Gable **Rachel Ford**
City Clerk Deputy City Clerk

Ann Taylor **Craig Bradley**
Adm. Analyst III MIS Manager

Karen Guidangen **Starla Shaver**
Risk Management Adm. Analyst I

City Manager



City Manager Mike Avery - the City of Ridgecrest and the Indian Wells Valley Water District began a review of Sustainable Water Conservation Management Strategies and implementation. Cities are required to adopt a Water Conservation Ordinance that will become effective within the jurisdiction of the local agency in January 2010. This topic continues to be worked on and changes presented to the Water District. In order to facilitate the Wal-Mart project, meeting have begun weekly and Public Hearings shall begin shortly. In addition to Wal-Mart, discussions regarding D. R. Horton project continue. Also brought to discussion before City Council was the RDA Bond Project List. In July 2008 staff brought a proposed RDA bond for refinancing of certain RDA debt as well as securing new money of approximately \$20 million for various redevelopment projects throughout the city. It is recommended to (by bond consultants) to have a recommended project list adopted so when appropriate time presents itself we can move forward and issue the bonds. "Trash" talk continues to take center stage as each month we work towards resolution and agreement. The commercial rates required a Special City Council meeting to be called in the month of September in order to provide local businesses the opportunity to share their concerns regarding rates hikes with the City and with Benz.

Administration



Ann Taylor - The Ridgecrest Southern California Edison Energy Efficiency Partnership can bail you out. Receive a \$200 dollar rebate on the purchase of a qualifying two-speed or variable speed pool pump. First 150 Ridgecrest Residents to participate get an additional \$50 Rebate. You can save over 400 dollars a year on our electricity bill... by just replacing your old pool pump with an energy-saving model.



Lauren Elliott - In the month of August 12, summer participants continued their classes. Those 12 began work experiences in local businesses. Another 2 participants have begun new work experiences within the community. The Y.E.S. staff has continued to progress more applicants through the approval process. Please remember, the interest you show today in our youth of this community will ultimately shape our community and our country tomorrow. Show a positive interest and secure all of our futures

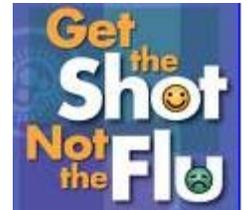


City Manager/Administration

Telephone 499-5004 - Fax 499-1500



Open enrollment for Health and Dental has begun and will go through October 9th. We will have Aflac open enrollment/changes at the end of next month (look for flyer coming soon). Flu Shots have been ordered and we will be notified as soon as they come in. For those who have already signed up you will be notified when they are available. If you have not called in to get your name on the list please do so as soon as possible we have few spots left (499-5036). In Risk Management we had 34 open Worker's Compensation claims, 3 new , 1 re-opened and 10 claims closed leaving 28 opened claims. There are no open liability claims and no property claims. I continue to learn more everyday and appreciate the opportunity to work with you "Our Employees".



Eva Peterson – Worked on obtaining information to determine how much time was spent by secretaries, department heads, and staff at Committee meetings. Researched and created spreadsheet of x20 California cities trash hauler agreement to determine if their contract was self-renewing, length of contract, etc. Prepared proclamation for Eagle Scout. Plaque for Sister City visitation completed. Worked on League of California Cities Conference attendees responses to DMD Annual Conference Breakfast, Carollo Engineering Dinner, Keenan Dinner, and Western States Power invitation.



Rachel Ford - Change is in the air, Rita Gable will be retiring and an employee pot-luck luncheon has been scheduled for September 30 between 11:30am-1:30pm at the Kerr McGee Center. All employees are encouraged to bring their favorite pot-luck dish to share. Rachel has now graduated from UC Riverside Technical Track for Clerks and will be submitting her application for Certified Municipal Clerk to the International Institute for Municipal Clerks. Cross-training continues in Human Resources, Risk Management, and City Clerk's office as we reorganize duties.



“Find the Phrase.”

Every month, the City Manager’s page will reveal a phrase contained within the Monthly Report. The first City employee to call Eva Peterson (x5004) and identify the page and paragraph that contains the phrase will win a **PRIZE!** Below in the text box is the phrase for this month.

**Monthly Report Phrase for Aug 2009 is :
“current target”**

**Remember, read the report and you may win the
PRIZE!**

- 1) <http://ci.ridgecrest.ca.us/>
Our City Website**
- 2) Government Tab**
- 3) City Clerks Office**
- 4) Monthly Reports**





Parks, Recreation, & Cultural Affairs Department



Back to School

Youth may be hitting the books but there is still plenty going on at the Parks & Recreation Department!!



Soccer Season Kicks off !!

This years fall Soccer league will see over 400 youth spread over 34 teams. The youth will practice one night per week and play games on Friday nights and Saturday mornings during the season.



Flag Football Sign ups begin September 14

The Parks and Recreation Department Youth Flag Football Season will begin on November 2, 2009. Sign-ups for this years league are being held from September 14 - October 15. The league is for youth ages 6-15, they practice one night per week with games every Friday night or Saturday afternoon. The Ridgecrest McDonalds Restaurant will be back to sponsor the league. After every game, league participants will receive a coupon good for one free Big Mac Sandwich with purchase of equal or greater value.



Youth Basketball Sign-ups Coming Soon!!!!!!

It is almost that Basketball time of year again! Sign-ups for the Parks and Recreation Departments Youth Basketball league will begin on October 26th and will run through December 1st. Everyone ages 5-13 years will be accepted. Players will practice one night a week with games on Friday nights or Saturdays.

YOUTH TENNIS with Coach Yoko Burgess

FALL YOUTH TENNIS

Boys & Girls 9 - 12 yrs

Our department is excited to once again offer tennis with Coach Yoko Burgess.
Bring your own tennis racquet/balls.

SIGN-UPS: Register by Oct. 1, 09
SESSION: Oct. 7 - Nov. 25, 09
DAY/TIME: Wednesday 3:30 - 5:00 pm
LOCATION: Leroy Jackson Tennis Courts
COST: \$65.00

QUICK START TENNIS

Boys & Girls 6 - 8 yrs

Indoor Tennis at Kerr McGee Center
A great way to learn the game!
Bring your own tennis racquet/balls.
and wear shoes with non-marking soles.

SIGN-UPS: Register by Oct. 1, 09
SESSION: Oct. 5 - Nov. 23, 09
DAY/TIME: Monday 3:30 - 5:00
LOCATIONS: Kerr McGee Center
COST: \$65.00

ART CLASSES with Charles Oliver

CARTOONING METHODS

Students will enjoy this exciting new class that explores the abstract world of CARTOONING! Students will explore the exaggerated facial and body forms. Design your own daily comic, learn how to put together a comic book page . and learn what it takes to get a cartoon to print.

AGES: 13 years & up
SIGN-UPS: Register by Oct. 1, 09
SESSION: Oct. 5 - Nov. 2, 09
DAY/TIME: Mondays 6:00 - 8:00 pm
LOCATION: Kerr McGee Center Mtg. Rm
COST: \$65.00 + supplies

ACRYLIC PAINTING

Students will be introduced to Acrylic paints explore the various methods and applications as we create illustration pieces that would be applied to the commercial art field (album covers, book posters, greeting cards etc.)

AGES: 16 years & up
SIGN-UPS: Register by Oct 1, 09
SESSION: Oct. 7 - Nov. 4, 09
DAY/TIME: Wed. 6:00 - 8:00 pm
LOCATIONS: Kerr McGee Center
COST: \$70.00 + supplies

HORSE CAMPS at Robison Ranch

WEEKLY RIDING SCHOOL

Anyone age six or over who is serious about learning to ride more effectively is welcome. The focus of this camp is on RIDING. Campers should have some basic horse knowledge and experience as they will be responsible for catching, leading and grooming their own horses. Help will be provided for less experienced campers.

AGES: 6 years to adult
SIGN-UPS: Register by Oct. 1, 09
TIME: 4:00 pm - 5:30 pm
DATES: Thursdays - Oct 8, 15, 22, 29 - 2009
FEE: \$125.00

HOLIDAY BREAK CAMPS - Grooming, tacking up, riding lessons, games on horseback, crafts & horse care

Thanksgiving Break

AGE: 6 years to adult
SIGN-UPS: Register by Nov. 19, 09
TIME: 1:00 pm - 5:00 pm
DATES: Nov. 23 - 25, 2009
FEE: \$165

Christmas Break

AGE: 6 years to adult
SIGN-UPS: Register by Dec. 17, 09
TIME: 1:00 pm - 5:00 pm
DATES: Session 1 Dec. 21 - 23, 09
Session 2 Dec. 28 - 30, 09
FEE: \$165/session

ARCHERY with Coso Archery Club

Come learn basic archery skills or improve the skills you have already learned. The camp is held at the Ridgecrest Gun Range in Inyokern on the corner of Brown and Wiknich Rd.

AGE/TIME: 9 - 12 yrs ~ 9:30 am - 11:00 am

13 - 18 yrs ~ 11:30 am - 1:00 pm

DATES: Saturdays, 11/14, 11/21, 12/5, 12/12, 12/19 - 2009

LOCATION: Ridgecrest Gun Range in Inyokern

FEE: \$50.00

REGISTER BY NOV. 12!

MAD SCIENCE KAMPS of the Inland Empire

Kids had so much fun at the summer camps offered, that we thought the camp shouldn't only be for summer! Come to the weekly class and have even more fun! Learn about the following:

Watts-Up - Learn about electricity, its properties and its role in natural phenomena. Make indoor lightning while conducting hair-raising experiments with our electro-static generator...

Magnetic Magic - investigate the powers and daily uses of magnets. Test for electro magnetic fields and then use what you have learned to build your own electro magnet...

Optical Illusions - Build your own periscope while learning about optics, reflection and sight. Watch celebrity images change before your very eyes! Seeing is not always believing...

Lights ... Color... Action! - Uncover the hidden components in ordinary light and build your own Newton's color wheel to prove it. Attend a spectacular chemical energy display!

Slime! - Explore the exciting world of polymers, the chemical reactions we use to create them and the inner workings of silly putty. Transform two regular liquids into an oozing batch of your very own slime...

Sonic Sounds - Discover sound, sound waves and the way household items can be used to create amazing movie effects. Use our multi-effects processor to make a cassette tape of your altered voice, with lots of cool special effects.

Tantalizing Taste - Experiment with taste sensations while "mapping" out your tongue. Use lifesaver testing to compare your sense of smell and taste. Carbonate and taste your very own soda pop and take the "Mad Science" taste challenge...

Harnessing Heat - Cotton Candy - Witness a mini rocket launch while learning the properties of heat. Change the states of matter, turn solid candy into floss and make your very own cotton candy that you can eat!

AGES: 5 - 14 years

REGISTER BY OCT. 1!!

TIME: 5:30 pm - 7:30 pm

DATES: Wednesdays - Oct. 7, 14, 21, 28

LOCATION: Kerr McGee Center

FEE: \$120.00, plus (mandatory \$28 supply fee due 1st day of camp)

OPEN GYM ~ \$2.00

Sept. - Dec. 2009

VOLLEYBALL - Wednesday 8:00 pm - 9:45 pm

BASKETBALL - Thursday 8:00 pm - 9:45 pm

SATURDAYS (if building is rented)

CALL 499-5151 FOR DETAILS

COOKING CLASSES with Chef Patrice

We are pleased to once again be offering cooking classes with Chef Patrice of Mystique.
Come join the fun!

Wed - Sept. 30, 09

ITALIAN NIGHT

Ultimate lasagna, Eggplant Parmesan, Stuffed Pork Loin. Recipes provided. Plan to eat a lot of good food!

Thurs - Oct. 8, 09

THE COMFORT FOODS + RISOTTO!

A change from gourmet meals, how about good old fashioned foods that grandma used to make for us, such as stuffed peppers & cabbage, breaded lemon basil pork chops, buttermilk pork chops and more! Always wanted to know how to make risotto, we'll do it here. Recipes provide. We will sample what we make.

Thurs - Oct. 29, 09

HOLIDAY BRUNCH IDEAS

Get some new ideas for the holidays. Your brunch will be the highlight of your family's holiday! Chef Patrice will give you good ideas about how to prepare things ahead of time to make your holiday a bit more enjoyable.

Mon - Nov. 23, 09

GIFTS FROM THE KITCHEN

Simple & inexpensive gifts that you can make from your kitchen. This class will include packaging ideas for your gifts. Get ideas for the perfect hostess gift, or gifts for the teachers, delivery folks and maybe even your favorite Chef! A fun evening out will have you begging for more.

Wed - Dec. 2, 09

HOLIDAY APPETIZER & CHEESECAKE

Let's make appetizers that will get us into the holiday season! Enjoy special treats that you will make with the Chef. Chef Patrice will teach you her secrets to making the perfect cheesecake to complete your holiday gathering.

Wed - Jan. 13, 10

SOUPS & STEWS, BASIC KNIFE SKILLS

Get ready for winter with easy one pot meals. Hone your knife skills and also learn about knife sharpening. This class is hands on and closed toe shoes are required. Recipes provided. You will get to taste what we make.

AGES: 18 years & up (Children over 12 can register with a parent)

COST: \$32/class

TIME: 5:45 pm - 8:30 pm

LOCATION: Kerr McGee Center Kitchen (closed toe shoes required)



DCOA
DESERT COMMUNITY
ORCHESTRA ASSOCIATION

PRESENTS
CONCERT IN THE PARK
OCTOBER 3, 2009
7:00 PM
FREEDOM PARK
BRING A CHAIR OR BLANKET
& ENJOY A FREE CONCERT

Parks Make Life Better



Public Market Research Creates the Profession's Brand

*By Jane H. Adams
Executive Director
California Park &
Recreation Society*



In today's chaotic economic environment it may appear that Californians place little value on their local parks as we are reducing programs, maintenance, operating hours, partnerships, and staff. It is exactly in times like this that we must actively promote what the public values about parks and we must use messages that support what the public views as important in all communications.

After a year of research CPRS members can now claim with assurance what the public values about parks and recreation. Our research was conducted to support CPRS' goal of branding parks and recreation as an essential community service. Knowing what others think and say about you is critical to understanding and communicating your brand.

CPRS' goal was to identify broad concepts that both internal and external stakeholders agree are priorities and are compelling, unique and descriptive of what parks and recreation deliver.

The Research

Utilizing the expertise of market researchers, Lauren Schlau Consulting, Los Angeles, and Hiner & Partners, Inc., Long Beach, CPRS commissioned a two-phased research project. Phase I consisted of qualitative interviews with a representative sample of both program and park users and local elected officials in Northern, Central and Southern California. Through one-on-one, in-depth interviews, the first phase uncovered the values individuals held about parks and programs. The first phase served as the foundation for the development of questions that were asked in Phase II which was an online survey. The online survey asked both program and park users to rate the priority and current delivery of various statements related to parks and recreation programs.

In addition to our researchers, CPRS created a Brand Advisory Committee (BAC), who provided valuable insights throughout the research project. CPRS thanks the following members of the BAC:

Angie Avery, City of Las Alamitos
Lori Beliveau, City of El Cajon
Rosemary Cameron, East Bay Regional Park District
Randall Cooper, City of Fresno
Mike Shellito, City of Roseville
Gerard van Steyn, SCI Consulting Group

Here are important findings of the study, *Report on Results of Market Research to Support CPRS Building the Brand Initiative*:

- "Parks" and "programs" are different and each has many different components that describe what constitutes a "park" or a "program."
- Most program users are also park users, but fewer park users utilize programs, and the benefits of one are not the same benefits of the other.
- Californians demonstrate that parks and recreation are essential to their lives -- virtually every California household (98%) reports having visited a park during the past year.
 - o 42% of respondents visited a park at least several days a week
 - o 26% visited a park at least once a week
 - o 68% visited a park at least monthly
- Half (50%) of California households reported that someone in their household participated in a structured park program at least once in the past year.
 - o 38% of respondents attended a sports program for children or teens
 - o 29% attended a youth class, camp, or instructional program
 - o 28% went to an adult art or fitness

- program; attended a lecture, class or other adult instructional class
- Californians see the benefits of parks and recreation as personal, rather than communal. Users struggle to describe how parks and programs benefit their community or neighborhood, but could more easily describe how it benefits their lives and those of their family and friends.
 - o A majority of respondents (55%) went to a park with spouse/partner; 53% was accompanied by their children
 - o 48% went with family, 46% went with a friend; only 5% went to a park alone

goods and services of one seller or group of sellers and to differentiate them from those of competition.” (American Marketing Association)

“Branding” is the process by which an organization positions itself among its publics. Our branding goal is to position parks and recreation as an essential community service.

Author Duane E. Knapp states in *The Brand Promise*®, if an organization wants to be “one of a kind,” it must use a different mindset, perspective, and strategy from “business as usual.” These challenging economic times challenge us to depart from “business as usual” and embrace a new set of strategies and operations. Knapp

states “The key to becoming a successful Genuine Brand is to focus on providing distinctive and relevant experiences for customers that provide lasting and memorable positive impression.” (Knapp)

Building-Brand.com’s December

2008 e-newsletter provides examples of the importance of knowing your brand. BIC is best known for its cheap disposable pens. They could have extended their brand into premium pens, but they understood that the essence of their brand was ‘quality, affordability & disposability.’ They successfully added disposable razors because customers trusted BIC to produce a good quality, value for money disposable product, **whatever** the product. This brand is built on function. Another example is Disney. Disney’s brand is family, fun, community and optimism. Consumers trust Disney to deliver this experience and this trust lowers the barriers when Disney expands into new products. So when they unveiled the ‘Disney Magic’ cruise ship, its initial voyage was nearly sold out. Both these examples show that by knowing your brand, you make informed decisions on what to provide to consumers.

Each park and recreation agency plays a unique role in their community which is driven by the wants and needs of that community. As each community is unique we now have a “patchwork” of parks, facilities, programs, classes and special events throughout the state. An analogy we might use is a patchwork quilt. A patchwork quilt is comprised of squares that are deliberately different, yet they follow a color or design pattern. There are “threads” that bind that quilt thus making it whole. Our branding research was intended to find those common threads that bind us together as a profession - but from the user’s perspective. That is the perspective that “counts” when branding.

Customers fall “in love” with a brand and they are loyal to it. They will go the extra mile for that product or service. The brand is what you want the customer to feel or experience when they are in your presence. Thus, a brand is communicated through many avenues. Brand is communicated through the customer service provided by the staff, when and where the product is offered, how much the product costs, the quality of the product, how the benefits of the product are communicated and how the product is promoted.

According to BuildingBrands.com the key to success in branding is to:

- Understand the essence of your brand
- Deliver it consistently across existing products and services

The goal is to elevate your brand to the point where the customer “insists” upon it. This brand insistence comes from knowing your brand, communicating to the customer the benefits and qualities of your brand, and providing what the customer wants the way he/she wants it consistently. Insistence means the customer actively searches for you; recommends you to others; and actively uses your products or service (above all others). Brand insistence does not happen overnight as it comes from a concerted and strategic effort to know, communicate and “deliver” your brand.

CPRS Brand Objectives

- Build loyalty for park and recreation services
- Heighten the profession’s bargaining power and independence
- Stimulate growth
- Attract talented people to the profession
- Involve the public
- Result in greater resources and support

The research showed Californians have strong, well-informed opinions about what should be prioritized (or most valued) and about what is, and is not, currently delivered. By considering these perspectives, park and recreation professionals can emphasize how they are meeting those public values through existing or planned programs and thus reinforce what they provide is essential to communities (CPRS).

Branding 101

As consumers we are bombarded with logos and slogans each and every day. Hence we often equate a brand with a logo or slogan. The slogan or logo is only the visual representation of the brand – it is not the brand. A brand embodies **everything** an organization does, both positive and negative.

The American Marketing Association defines ‘brand’ as a “name, term, sign, symbol or design, or a combination of them intended to identify the

VIP Action Plan, Creating Community in the 21st Century and the Branding Research

The VIP *Creating Community in the 21st Century* Action Plan is the foundation for the “Building the Brand” initiative. The Action Plan was carefully reviewed by our research consultants and it influenced the framing of questions for both phases of the research. This brand work is, in essence, VIP Phase II.

This brand research gives us the data to “fine tune” the mission of the profession as articulated in the VIP Action Plan from an important perspective - the consumer. In the VIP Action Plan we promoted the mission of parks and recreation as fostering human development; increasing cultural unity; strengthening community image and sense of place; supporting economic development; strengthening safety and security; promoting health and wellness; protecting environmental resources; facilitating community problem solving; and providing valued recreation experiences. Agencies now use *We Create Community through People, Parks and Programs* on their brochures, websites, staff shirts, vans and banners, and in their communications to elected officials and to the general public.

What the Public Values about Parks and Recreation

The market researchers analyzed the response for each of the 33 questions asked in the online survey from two perspectives: how valuable is this to you/family and how well it is being delivered. The full report, *Report on Results of Market Research to Support CPRS Building the Brand Initiative*, is available on the CPRS Web site, www.cprs.org/user_media/pdfs/Market_Research_Full_Report.pdf

The public opinion research shows that the public views **certain elements** of the profession’s broad mission as more valuable to them and they already see the profession delivering these elements. These priorities clarify what the public values most about parks and recreation (See Figure 1).

These values/priorities were summarized as:

- Preservation of and access to outdoor spaces
- Two types of outdoor spaces were specifically indicated:

- o Space that is minimally developed; in a natural state
- o Space with facilities for play (especially for children), exercise, and group sports
- Non-structured (self directed) use of these facilities with a high priority placed on structured/directed activities and programs targeted to

CPRS Brand Objectives

This research was not designed to replace the VIP. It was intended to fill a knowledge gap, that is, to identify what California residents and elected officials perceive as their priorities relative to parks and recreation spaces, facilities, and services. (CPRS)

juveniles as a positive alternative to crime and mischief

The highest priority benefits received from these spaces and places were:

- The community is a better place to live now and in the future
- The serenity and awe of nature must be available
- Children, especially, and adults need outdoor spaces for play and exercise
- Friends and family need these spaces for group sports

The next level of priorities included:

- Activities to facilitate social/community connections, advance human development, lifelong learning, and other social objectives

The public indicated high importance to providing positive alternatives for youth (to help lower crime and mischief) but they did not see the profession delivering that. This, in the eyes of our researchers, indicates serving youth is an unmet need (the public sees it as important; but they don’t see parks and recreation delivering it). We know park and recreation agencies are providing a myriad of programs and

Figure 1

In your opinion local park & recreation agencies should...	Percent Rating 7 + 6 + 5*	Mean Score (7 to 1)
Provide places where children are free to play & be active	85%	5.85
Make your community a better place to live, now and in the future	86%	5.81
Provide parks, facilities & trails where you can exercise on your own	84%	5.70
Preserve land in its original, natural state and protect wildlife to assure they are there for future generations	81%	5.68
Provide open spaces (greenbelts, flowers, landscapes) among the housing & commercial areas to help beautify your community	82%	5.67
Provide places & activities during non-school hours for children & teens in your community that are safe, healthy and fun	81%	5.61
Help to reduce juvenile crime by providing positive, alternative activities, life skills development & an opportunity to meet role models during non-school hours	80%	5.61

* A seven point scale was used in this research; 7 = highest value.



services for the youth in their community, yet the message that those services are being provided by the park and recreation agency is largely unknown by the public. Promoting the youth services that we already provide will strengthen our brand.

The researchers then looked at the responses in relation to “Based on everything you have seen or heard, please tell us your opinion about how well California parks and recreation agencies in your local community and across the state deliver on these things.” Ratings were 1 = does not deliver at all to 7 = delivers extremely well.

The highest rated items for delivery, with only three achieving a mean score of 5.00 (on a 7 point scale) are that agencies:

- provide parks, facilities & trails where you can exercise, by 68% of respondents
- provide places where children are free to play & be active, by 69%
- provide parks & facilities nearby where you and your friends, neighbors, or family can get together, by 65%

Crafting the Profession’s Brand Promise

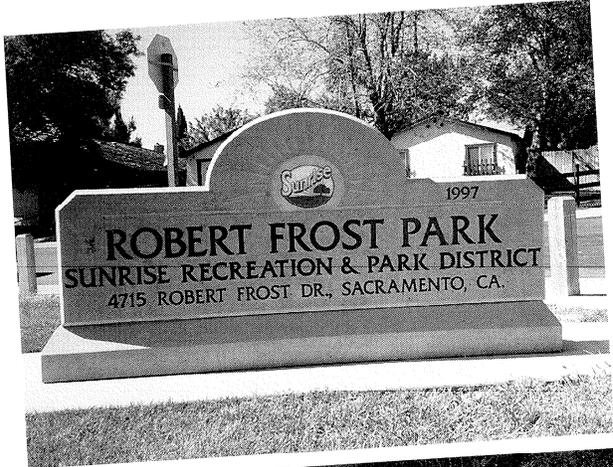
The research data was given to John Poiriroo, Poiriroo & Partners, a communications consultancy, who crafted a draft brand promise, slogan and key messages which were brought to the CPRS Board of Directors in May 2009. The brand promise was crafted using those messages that fell into the Valued/Delivered (B) quadrant (see Figure 2).

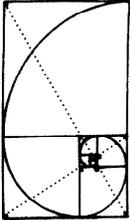
The CPRS Board of Directors approved the profession’s brand promise on May 8, 2009:

Parks and recreation makes lives and communities better now and in the future by providing:

- Access to the serenity and inspiration of nature
- Outdoor space to play and exercise
- Facilities for self-directed and organized recreation
- Positive alternatives for youth which help lower crime and mischief
- Activities that facilitate social connections, human development, the arts, and lifelong learning

It would be challenging to communicate and promote the full brand promise to your staff, stakeholders, users, and elected officials. In fact, the profession’s brand promise is not intended to be shown in full in your communications. Where it is shown in full is to your staff and your park and



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email: sales@quickcrete.com

recreation commission/board, and possibly your elected officials. For the public, a brand promise is shortened into a slogan, such as Nike's well known "Just Do It." That slogan embodies their brand which is "authentic athletic performance."

The Blake Project's Branding Strategy e-news, suggests that a brand is communicated through a brand "essence," a two to three word phrase capturing the "heart and soul" of the brand (The Blake Project). This brand essence is simple, concise, aspirationally attainable, timeless, enduring and extendable. It is the first thing an employee might say to quickly describe the brand to another in an elevator conversation ("This brand is all about..."). The profession's slogan is:

Parks Make Life Better

Various messages will be developed that support the profession's promise and slogan. These messages will communicate exactly how parks and

Figure 2

A. Valued/Not Delivered (viewed as unmet needs)	B. Valued/Delivered (essence of the brand)
C. Not Valued/Not Delivered (avoid using in branding)	D. Not Valued/Delivered (need promoting before they can be used)

recreation makes communities better places to live now and in the future. These messages are the ones that should be communicated externally to your customers, partners, stakeholders, and elected officials. While the brand promise does not change greatly over time, the messages can and should. Key messages are like advertising campaigns that may communicate different aspects of the brand. Messages may shift based upon the season or upon what is important to your community.

To some the use of the word "parks"

in the slogan may appear that we are not acknowledging the important recreation services we provide. Our study showed that parks and recreation are clearly seen as different things, though parks are more highly prioritized. Our research revealed an important statistic about public use of parks in that 98% of California households visit a park at least once a year. This is a significantly high number of users. It was so high that we tested it again with a second online survey. It continues to be a reliable statistic. The brand promise does

shelters
pavilions
clock towers
pavilions
gazebos
bridges
arbors

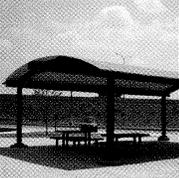




Themed Shelters



Arbors & Trellises



Curved Roof



Craftsman Style

ICON

Shelter Systems Inc

ICON is represented in
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include both parks and recreation. The Board of Directors wrestled with this issue in its deliberations as it does not want to disregard in any fashion the recreation members provide, yet it was agreed that it is more cumbersome to state “parks and recreation makes lives better.” Our research shows that the public does not need the word “recreation” to understand and appreciate what we bring to them as individuals. Should an agency desire to use “parks and recreation makes lives better” as their slogan, they will not be deviating from the brand promise. Doing so will not weaken the brand we seek to establish.

In Summary

Brad VanAuken of the The Blake Project, simply states, “A brand is a promise to the consumer.” In the words of our brand consultant, John Poiriroo, “a brand promise is the touchstone used to remind those living the brand of what others expect us to deliver.” The public expects parks to make their lives better. They expect us to make communities better now, and in the future. This is the touchstone, “making lives better,” that all of us in the park and recreation profession can embrace. “Making lives better” is the promise the senior center director, the aquatics supervisor, the park professional, the landscape architect, the therapeutic recreation supervisor working for the Department of Corrections or in a community setting can make. It’s a broad inspiring slogan that elevates what we do does matter to individuals, families, and neighborhoods.

If you and your agency accept the promise that your parks, programs, facilities, trails, special events, etc.

make life better then you are ready to begin to incorporate this into your agency’s operations and planning. Here are a few easy ideas to implement right away:

1. Have a staff discussion and identify how your agency is “Making Life Better” in your community. Create a list and be specific in what that park or program provides. This list will get you energized about what you are currently doing and it will provide an inspiration point.
2. Add the slogan to your email signature line, Parks Make Life Better. You may personalize it to read “Santa Barbara Parks Makes Life Better.”
3. Use the slogan on promotional materials. One idea is to put in on the back of a program t-shirt and in that situation add a simple “my.” By personalizing it on a person, it becomes stronger. The slogan could then read: “Parks Make My Life Better.” Add your agency name underneath.



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Community Workshops and Presentations • Native Vegetation Preservation
 Development Standards and Guidelines • Feasibility Studies
 Construction and Maintenance Specifications • Plan Check Services



2001 East First Street, Suite 160, Santa Ana, CA 92705 • 714.245.9270 • admin@rfaland.com

The branding process involves several steps:

1. conducting a brand assessment (research)
2. creating a brand promise (based upon the assessment)
3. developing a plan to live your brand (brand blueprint)
4. culturalization of your brand (living the brand); and
5. achieving brand insistence (or awareness).

This article addresses the work CPRS has accomplished to date with steps 1 and 2. Our next task is the development of the brand blueprint (step 3). CPRS welcomes your ideas and suggestions on tools and resources that will make it easy to incorporate the promise, slogan, and messages into your agency's work. Steps 4 and 5 become the responsibility of the profession with the leadership and support of CPRS.

The CPRS Board of Directors and

staff are available to make presentations to CPRS Districts and Sections about the branding research and our next steps. To schedule a presentation, please contact Jane H. Adams, CPRS Executive Director, jane@cprs.org, 916/665-2777.

Resources:

American Marketing Association, http://www.marketingpower.com/_layouts/Dictionary.aspx?dLetter=B

Report on Results of Market Research to Support CPRS Building the Brand Initiative. CPRS. March 2009.

CPRS Park and Recreation Brand Assessment, Brand Promise, Brand Blueprint. April 2009. Poimiroo & Partners.

BuildingBrands.com, <http://www.buildingbrands.com>

Duane E. Knapp (2008). *The Brand Promise*. New York, NY. McGraw Hill.

The Blake Project, <http://www.theblakeproject.com/>

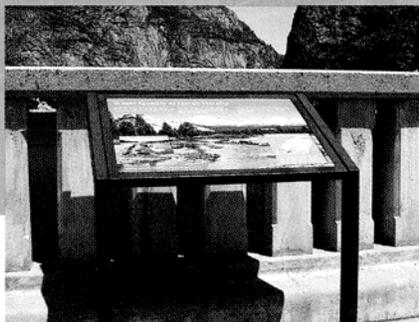


To download the complete report, executive summary, benefit statement priority ratings, and survey instruments, visit http://www.cprs.org/index.php?option=com_content&view=article&id=392&catid=243&Itemid=59

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KMCC Weekly Schedule

**August 17, 2009 -
August 23, 2009**

August 2009							September 2009						
M	T	W	T	F	S	S	M	T	W	T	F	S	S
31					1	2	36	1	2	3	4	5	6
32	3	4	5	6	7	8	37	7	8	9	10	11	12
33	10	11	12	13	14	15	38	14	15	16	17	18	19
34	17	18	19	20	21	22	39	21	22	23	24	25	26
35	24	25	26	27	28	29	40	28	29	30			
36	31												

<p>17 Monday</p> <p>9:30am 10:30am ZUMBA Fitness; N/S Gym ☺</p> <p>6:00pm 8:00pm ICS Volleyball Practice; N/S Gym ☺</p>	<p>18 Tuesday</p> <p>7:30am 5:00pm Patrice; Kitchen ☺</p> <p>5:20pm 6:20pm ZUMBA; Petro ☺</p> <p>6:00pm 8:00pm ICS Volleyball Practice; N/S Gym ☺</p> <p>6:30pm 8:00pm CERT Meeting; Ballarat ☺</p> <p>6:30pm 7:30pm Pilates; Petro ☺</p>
<p>19 Wednesday</p> <p>9:30am 10:30am ZUMBA Fitness; N/S Gym ☺</p> <p>11:00am 7:00pm Houchin Blood Bank; Pinnacles ☺</p> <p>6:00pm 8:00pm ICS Volleyball Practice; N/S Gym ☺</p>	<p>20 Thursday</p> <p>9:00am 6:00pm Lifeline Screening; Pinnacles</p> <p>9:30am 12:00pm SSI; Fossil Falls/Ballarat ☺</p> <p>5:20pm 6:20pm ZUMBA; Petro ☺</p> <p>6:00pm 8:00pm ICS Volleyball Practice; N/S Gym ☺</p> <p>6:30pm 7:30pm Pilates; Petro ☺</p>
<p>21 Friday</p>	<p>22 Saturday</p> <p>12:30pm 12:00am Lions Club Teen Dance; Pinnacles/Petro</p>
<p>23 Sunday</p> <p>12:00am 12:30am Lions Club Teen Dance; Pinnacles/Petro</p>	

KMCC Weekly Schedule

**August 24, 2009 -
August 30, 2009**

August 2009							September 2009								
M	T	W	T	F	S	S	M	T	W	T	F	S	S		
31					1	2	36	1	2	3	4	5	6		
32	3	4	5	6	7	8	9	37	7	8	9	10	11	12	13
33	10	11	12	13	14	15	16	38	14	15	16	17	18	19	20
34	17	18	19	20	21	22	23	39	21	22	23	24	25	26	27
35	24	25	26	27	28	29	30	40	28	29	30				
36	31														

24	Monday	25	Tuesday
9:30am	10:30am ZUMBA Fitness; N/S Gym ↻	2:00pm	5:00pm Preventave Health Screens; Fossil Falls/Ballararat ↻
6:00pm	8:00pm ICS Volleyball Practice; N/S Gym ↻	5:20pm	6:20pm ZUMBA; Petro ↻
		6:00pm	8:00pm ICS Volleyball Practice; N/S Gym ↻
		6:30pm	7:30pm Pilates; Petro ↻
26	Wednesday	27	Thursday
8:00am	5:00pm Preventave Health Screens; Fossil Falls/Ballararat ↻	5:20pm	6:20pm ZUMBA; Petro ↻
9:30am	10:30am ZUMBA Fitness; N/S Gym ↻	6:00pm	8:00pm ICS Volleyball Practice; N/S Gym ↻
6:00pm	8:00pm ICS Volleyball Practice; N/S Gym ↻	6:30pm	7:30pm Pilates; Petro ↻
6:00pm	8:00pm Scouting Sign-ups; Red Rock/Chimney Pk		
28	Friday	29	Saturday
30	Sunday		

KMCC Weekly Schedule

**September 07, 2009 -
September 13, 2009**

September 2009							October 2009						
M	T	W	T	F	S	S	M	T	W	T	F	S	S
36		1	2	3	4	5 6	40			1	2	3	4
37	7	8	9	10	11	12 13	41	5	6	7	8	9	10 11
38	14	15	16	17	18	19 20	42	12	13	14	15	16	17 18
39	21	22	23	24	25	26 27	43	19	20	21	22	23	24 25
40	28	29	30				44	26	27	28	29	30	31

<p>7 Monday</p> <p style="text-align: center;">Healing Field; Freedom Park </p>	<p>8 Tuesday</p> <p style="text-align: center;">Healing Field; Freedom Park </p> <p>11:00am 1:00pm Youth Advisory ; Petro </p> <p>4:00pm 6:00pm ICS Volleyball GAME; N/S Gym </p>
<p>9 Wednesday</p> <p style="text-align: center;">Healing Field; Freedom Park </p> <p>9:00am 12:00pm IWV Collaborative; Red Rock/Chimney Peak </p> <p>9:00am 10:00am Multi DSC Tm; R/C Rm </p> <p>6:00pm 8:00pm ICS Volleyball Practice; N/S Gym </p>	<p>10 Thursday</p> <p style="text-align: center;">Healing Field; Freedom Park </p> <p>6:00pm 8:00pm ICS Volleyball Practice; N/S Gym </p>
<p>11 Friday</p> <p style="text-align: center;">Healing Field; Freedom Park </p> <p>8:00am 12:00am SA-TECH 20 year Anniversary Celebration; Pinnacles/P</p>	<p>12 Saturday</p> <p>12:00am 1:00am SA-TECH 20 year Anniversary Celebration; Pinnacles/P</p>
<p>13 Sunday</p>	

RPD monthly report

August 2009

RPD monthly report



City of Ridgecrest
Police Department

100 W. California Ave. • Ridgecrest, CA 93555 • 780.498.5100 • fax 780.371.1874
RONALD N. STRAND, Chief of Police

Press Release

DATE and TIME: August 4, 2009

TYPE OF EVENT: Possession of heroin arrests

LOCATION: 1023 N. Norma St. City of Ridgecrest

SYNOPSIS:

On 8-4-09 at about 0715 hours, detectives and officers of the Ridgecrest Police Department served a search warrant at the residence of Mark King, age 54. During the course of this investigation, detectives discovered approximately one ounce of black tar heroin and other controlled substances. The street value of the heroin and the other controlled substances (methadone and oxycontin) was over \$5000.00.

Kurt Tidwell, age 56, was arrested at the residence for violation of 11351 H&S/ possession of heroin for sale, 11350 H&S/ possession of heroin, 11364 H&S/ possession of controlled substance paraphernalia and 4149 B&P/ possession of a syringe. Tidwell was booked at CRF (Central Receiving Facility) in Bakersfield. His bail was set at \$35,500.00.

Scott Bowdish, age 54, was arrested at the residence on a parole violation and was booked at CRF in Bakersfield. He was held without bail.

Mark King, was arrested at his residence and charged with violation of 11350 H&S/ possession of heroin, 11364 H&S/ possession of controlled substance paraphernalia and 4149 B&P/ possession of a syringe. King was booked at CRF in Bakersfield. His bail was set at \$14,000.00.



RONALD N. STRAND, Chief of Police
PREPARED BY: Captain Paul Wheeler
Wednesday, August 05, 2009



City of Ridgecrest
Police Department

100 W. California Ave. • Ridgecrest, CA 93555 • 760.499.5100 • fax 760.371.1674
RON STRAND, Chief of Police

Press Release

DATE OF INCIDENT: AUGUST 11, 2009
TYPE OF INCIDENT: MOTORIST INFORMATION

RESUME OF INCIDENT

THE CITY OF RIDGECREST RECENTLY COMPLETED A SPEED SURVEY OF NUMEROUS STREETS LOCATED WITHIN CITY LIMITS. BASED ON THE RESULTS OF THE SURVEY, THE CITY WILL SOON BEGIN THE PROCESS OF CHANGING SPEED LIMITS ON MANY OF OUR ROADWAYS TO REFLECT THE SURVEYS RECOMMENDATIONS. SPEEDS WILL INCREASE ON SOME STREETS AND DECREASE ON OTHERS.

THE RIDGHECREST POLICE DEPARTMENT WILL NOTIFY THE PUBLIC AS THE CHANGES OCCUR..

IF YOU HAVE ANY QUESTIONS OR CONCERNS, FEEL FREE TO CONTACT THE RIDGECREST POLICE DEPARTMENT TRAFFIC UNIT AT 760) 499-5125.

PREPARED BY:

Captain Jon C. Wheeler, Field Services Division Commander

RON STRAND Chief of Police
Tuesday, August 11, 2009 15:16

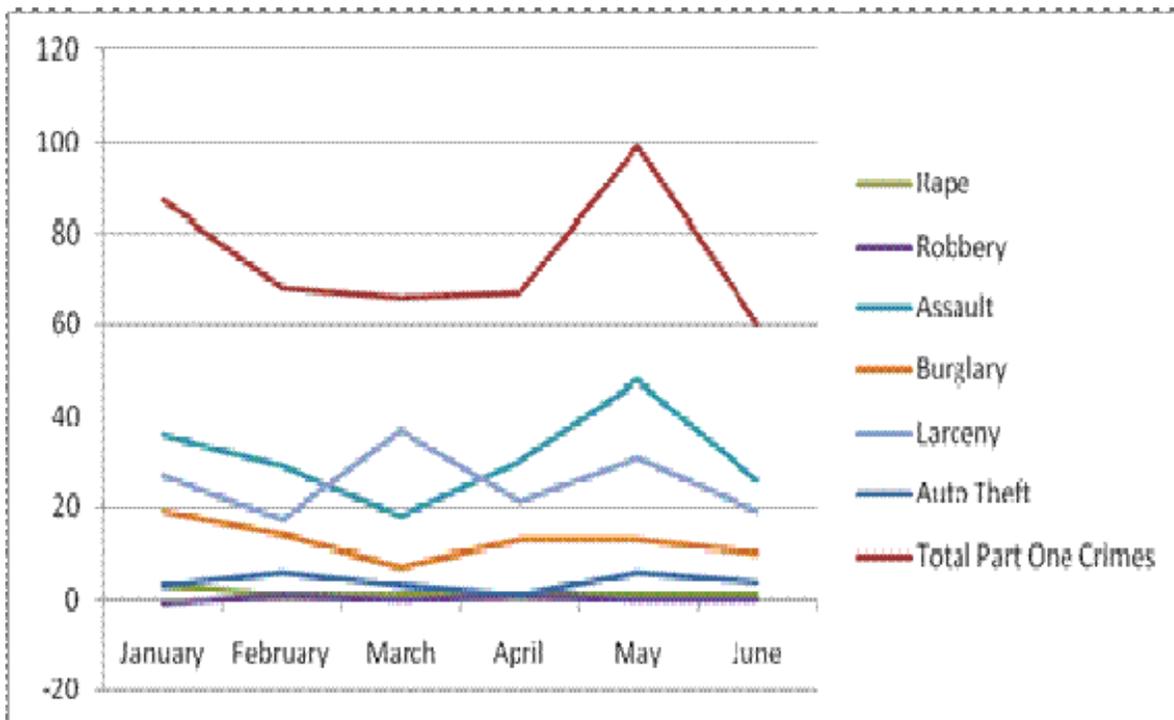


Ridgecrest Police Department

Prepared June, 2009

Crime for the Last Six Months

Crimes	Jan	Feb	Mar	Apr	May	June	Total
Homicide	0	0	0	0	0	0	0
Rape	3	1	1	1	1	1	8
Robbery	-1	1	0	1	0	0	1
Assault	36	29	18	30	48	26	187
Burglary	19	14	7	13	13	10	76
Larceny	27	17	37	21	31	19	152
Auto Theft	3	6	3	1	6	4	23
Total Part One Crimes	87	68	66	67	99	60	447
Total Incidents	3285	3455	3370	3147	3471	3515	20243





INVESTIGATIONS

On 08-04-09, CSU served a search warrant on Mark King at his residence 1023 N. Norma St. During this search warrant CSU located approximately 20 grams of heroin, several items consistent with drug sales, and several items of controlled substance paraphernalia. Mark King, Kurt Tidwell, and Scott Bowdish were placed under arrest as a result from this search. RPD Case# 09-2653.

On 08-07-09, CSU conducted a traffic stop on John Williams III for several traffic violations. It was discovered that the vehicle Williams was riding (Honda motorcycle) was stolen out of Ridgecrest and had been reported stolen the day before. Williams was arrested and charged with possessing the stolen motorcycle. The vehicle was returned to the owner on the above date. RPD Case #09-2686.

On 08-13-09, CSU conducted a traffic stop on a Jose Leal for a vehicle violation. A parole search was conducted on Leal and approximately .2 grams of methamphetamine was located in his pants pocket. Leal also admitted to switching the license plate on the vehicle he was driving. RPD Case #09-2768.

On 08-19-09, CSU served a search warrant on a Joseph Guidangen, his vehicle, and residence. During the search Officers located approximately 24 grams of heroin, several items consistent with drug sales, and several items of controlled substance paraphernalia. Joseph Guidangen, Matthew Guidangen, Eric Johnson, and Charles Green were arrested and charged with numerous drug violations. RPD Case #09-2831

On 08-04-09, Detective Hanley began investigating a case where the 10-year-old victim's older brother, sexually molested her for several months when he was 17-YOA and 18-YOA. Suspect was apprehended and made enough admissions upon interview to induce a plea arraignment for four (4) years. RPD Case #09-2642

On 08-24-09, Detective Doug Plumhoff transferred back to patrol after more than 12 years as an Investigator with the Ridgecrest Police Department. Officer Manny Castaneda transferred from patrol to Investigations to begin his Detective career.

PACT

PACT volunteers worked a total of 829.5 hours during the month of August. PACT volunteers turned 19 Code Enforcement complaint forms in to Code Enforcement Officer Smith. PACT Graffiti removal team members also cleaned up 31 graffiti sites. PACT welcomed one new member, Justin Olson-Smith this month. In addition, PACT Volunteers rounded up 27 shopping carts from around the city and 51 Neighborhood Watch solicitation letters were sent out.

**RIDGECREST POLICE DEPARTMENT
MONTHLY REPORT
August 2009**

	2009		2008		2009
	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST
	MTD	YTD	MTD	YTD	YTD
<u>Crime/Reports:</u>					
Part-One Crimes	68	592	61	595	-1%
All other Crime Reports	164	1467	165	1294	13%
Traffic Accidents	18	153	21	162	-6%
Miscellaneous Reports	92	658	75	683	-4%
Traffic Citations	418	3384	304	2584	31%
All other Reports	14	106	14	84	26%
Total of all Reports	356	2976	336	2818	6%
<u>Arrests:</u>					
Part 1 Arrests	25	263	23	219	20%
Narcotic Related Arrests	18	211	18	195	8%
All other Felony Arrests	11	96	15	92	4%
Total other Misd. Arrests	150	1278	143	1087	18%
Total all Arrests	204	1848	199	1593	16%
Total all Juvenile Arrests	25	348	37	396	-12%
Total all Adult Arrests	179	1500	162	1197	25%
<u>General Information:</u>					
Total Service Hours	2974	22395	2965	19823	13%
Total Activity Hours	2013	15911	2037	13997	14%
Total Patrol Hours	961	6484	928	5826	11%
Total Calls for Service	3573	27420	3230	24563	12%
Total Value Prop. Stolen	46733	536809	48914	528373	2%
Total Value Prop. Recovered	29783	233687	33028	207560	13%

PREPARED BY: PATRICIA RICHARD
POLICE CLERK

**RIDGECREST POLICE DEPARTMENT**

Page 1

**OFFICER CITATION COUNTS
AUGUST 2009**

09/10/2009

Officer	No. of Cites
Agostinacci, Nino	3
Armogida, Dan	4
Armstrong, Brian	27
Ballestero, Cory	5
Castaneda, Manuel	8
Cozzens, Craig	1
Dilley, Tom	8
Do, Tam	18
Franco, Elizabeth	7
Frid, Jason	13
Garibay, Ritchey	23
Gillette, Travis	2
Groves, Bill	30
Hamilton, Eddie	15
Hammon, Jennifer	6
Hanley, Kristen	1
Keys, Bill	73
Lloyd, Nathan	40
Marrone, Ryan	6
Merzlak, Kenny	25
Miller, Aaron	20
Myers, Mike	13
Obergfell, Robert	8
Plumhoff, Doug	5
Robbs, Candice	4
Rosser, Chet	40
Sloan, Ryan	3
Smith, Richard	1
Taylor, Aaron	9

**RIDGECREST POLICE DEPARTMENT**

Page 1

ACCIDENTS BY TYPE OF COLLISION FOR 2009

09/10/2009

MONTH	NO. OF ACCIDENTS	----- COLLISIONS INVOLVING ... -----			
		VEHICLES	MOTORCYCLES	BICYCLES	PEDESTRIANS
JANUARY	15	15	0	0	1
FEBRUARY	17	15	3	0	0
MARCH	22	20	0	0	0
APRIL	23	22	3	2	1
MAY	28	26	0	0	0
JUNE	17	16	0	0	0
JULY	13	13	0	0	0
AUGUST	18	17	1	1	1
SEPTEMBER	3	3	0	0	0
OCTOBER	0	0	0	0	0
NOVEMBER	0	0	0	0	0
DECEMBER	0	0	0	0	0
-----	-----	-----	-----	-----	-----
TOTALS	156	147	7	3	3



ACCIDENTS INVOLVING DRIVING UNDER THE INFLUENCE FOR 2009

09/10/2009

MONTH	NO. OF ACCIDENTS	DUI INVOLVED	FATAL DUI	NO. FATALITIES
JANUARY	15	0	0	0
FEBRUARY	17	1	0	0
MARCH	22	3	0	0
APRIL	23	1	0	0
MAY	28	4	0	0
JUNE	17	1	0	0
JULY	13	3	0	0
AUGUST	18	1	0	0
SEPTEMBER	3	1	0	0
OCTOBER	0	0	0	0
NOVEMBER	0	0	0	0
DECEMBER	0	0	0	0
-----	-----	-----	-----	-----
TOTALS	156	15	0	0



ACCIDENT SUMMARY BY SEVERITY FOR 2009

09/10/2009

MONTH	NUMBER	--- ACCIDENT CLASSIFICATION ---					--- INJURY TOTALS ---		
		FATAL	MAJOR	UNKNOWN	MINOR	NO INJ	FATAL	MAJOR	MINOR
January	15	0	0	1	14	0	0	1	
February	17	0	2	2	12	1	0	3	
March	22	0	0	2	18	2	0	4	
April	23	0	1	10	11	1	0	11	
May	28	1	1	3	23	0	1	5	
June	17	0	0	2	14	1	0	3	
July	13	0	0	1	12	0	0	1	
August	18	0	0	6	12	0	0	7	
September	3	0	0	2	1	0	0	2	
October	0	0	0	0	0	0	0	0	
November	0	0	0	0	0	0	0	0	
December	0	0	0	0	0	0	0	0	
Totals	156	1	4	29	117	5	4	37	

1	2	3	4	5	6
CLASSIFICATION OF OFFENSES	OFFENSES REPORTED OR KNOWN TO POLICE (INCLUDE "UNFOUNDED" AND ATTEMPTS)	UNFOUNDED I.E. FALSE OR BASELESS COMPLAINTS	NUMBER OF ACTUAL OFFENSES (COLUMN 2 MINUS COLUMN 3) (INCLUDE ATTEMPTS)	TOTAL OFFENSES CLEARED BY ARREST OR EXCEPTIONAL MEANS (INCLUDES COL. 6)	NUMBER OF CLEARANCES INVOLVING ONLY PERSONS UNDER 18 YEARS OF AGE
1. CRIMINAL HOMICIDE	11				
a. MURDER AND NON-NEGLIGENT HOMICIDE (score at-terrors as aggravated assault if homicide reported submit Supplementary Homicide Report)					
b. MANSLAUGHTER BY NEGLIGENCE	12				
2. FORCIBLE RAPE TOTAL	20				
a. Rape by Force	21				
b. Attempt to commit Forcible Rape	22				
3. ROBBERY TOTAL	30	1	1	1	
a. Firearm	31				
b. Knife or Cutting Instrument	32				
c. Other Dangerous Weapon	33				
d. Strong-Arm (Hands, Fists, Feet, Etc.)	34	1	1	1	
4. ASSAULT TOTAL	40	24	24	14	
a. Firearm	41				
b. Knife or Cutting Instrument	42				
c. Other Dangerous Weapon	43	1	1	1	
d. Hands, Fists, Feet, Etc.) Aggravated injury	44	5	5	3	
e. Other Assaults - Simple, Not Aggravated	45	18	18	10	
5. BURGLARY TOTAL	50	15	15	2	
a. Forcible Entry	51	7	7		
b. Unlawful Entry - No Force	52	8	8	2	
c. Attempted Forcible Entry	53				
6. LARCENY-THEFT TOTAL	60	22	22	2	
7. MOTOR VEHICLE THEFT TOTAL	70	6	6	2	
a. Autos	71	3	3	1	
b. Trucks and Buses	72	2	2		
c. Other Vehicles	73	1	1	1	
GRAND TOTAL	77	68	68	21	0

CHECKING ANY OF THE APPROPRIATE BLOCKS BELOW WILL ELIMINATE YOUR NEED TO SUBMIT REPORTS WHEN THE VALUES ARE ZERO. THIS WILL ALSO AID THE NATIONAL PROGRAM IN ITS QUALITY CONTROL EFFORTS.

- | | |
|---|--|
| <input checked="" type="checkbox"/> NO SUPPLEMENTARY HOMICIDE REPORT SUBMITTED SINCE NO MURDERS, JUSTIFIABLE HOMICIDES, OR MANSLAUGHTERS BY NEGLIGENCE OCCURRED IN THIS JURISDICTION DURING THE MONTH | <input type="checkbox"/> NO AGE, SEX, AND RACE OF PERSONS ARRESTED UNDER 18 YEARS OF AGE REPORT SINCE NO ARRESTS OF PERSONS WITHIN THIS AGE GROUP. |
| <input type="checkbox"/> NO SUPPLEMENT TO RETURN A REPORT SINCE NO CRIME OFFENSES OR RECOVERY OF PROPERTY REPORTED DURING THE MONTH | <input type="checkbox"/> NO AGE, SEX, AND RACE OF PERSONS ARRESTED 18 YEARS OF AGE AND OVER REPORT SINCE NO ARRESTS OF PERSONS WITHIN THIS AGE GROUP |
| <input checked="" type="checkbox"/> NO LAW ENFORCEMENT OFFICER KILLED OR ASSAULTED REPORT SINCE NONE OF THE OFFICERS WERE ASSAULTED OR KILLED DURING THE MONTH | <input checked="" type="checkbox"/> NO MONTHLY RETURN OF ARSON OFFENSES KNOWN TO LAW ENFORCEMENT REPORT SINCE NO ARSON OCCURRED |

DO NOT USE THIS SPACE

INITIALS
RECORDED
EDITED
ENTERED
ADJUSTED
CORRES

August 2009

Month and Year of Report

CA0150600

Agency Identifier

28,000

Population

09/10/2009

Date

PAT RICHARD, Records Supervisor

Prepared by

Title

RONALD STRAND, CHIEF

Ridgecrest Police Department, CA

Agency and State

Chief, Commissioner, Sheriff, or Superintendent

**SUPPLEMENT TO RETURN A
MONTHLY RETURN OF OFFENSES KNOWN TO POLICE**

INSTRUCTIONS: Total offenses recorded on this form should be the same as the number of actual offenses listed in column 4 of Return A (for each crime class). Include attempted crimes on this form and Return A.

This form deals with the nature of crime (type of act and place committed) and the value of property stolen and the amount recovered. Tally sheets for this form will be send upon request.

PROPERTY BY TYPE AND VALUE

Type of Property (1)		Value of Property Stolen and Recovered in Your Jurisdiction	
		Stolen (2)	Recovered (3)
(A) Currency, Notes, etc.	01	2,008	60
(B) Jewelry and Precious Metals	02		
(C) Clothing and Furs	03	180	
(D) Locally Stolen Motor Vehicles	04	29,601	28,800
(E) Office Equipment	05	500	
(F) Televisions, Radios, Stereos, etc.	06	5,686	500
(G) Firearms	07		
(H) Household Goods	08	500	
(I) Consumable Goods	09	25	
(J) Livestock	10		
(K) Miscellaneous	11	8,233	423
TOTAL	00	46,733	29,783

NOTE: Total of column (2) should agree with grand total (DATA ENTRY 77) shown on page 2. In column (3) include all property recovered even though stolen in prior months. The above is an accounting for only that property stolen in your jurisdiction. This will include property recovered for you by other jurisdictions but not property you recover for them.

Ridgecrest Police Department
AGENCY

CA0150600
AGENCY IDENTIFIER

August 2009
MONTH AND YEAR OF REPORT

09/10/2009

DATE

PAT RICHARD, Records Supervisor

PREPARED BY

TITLE

RONALD STRAND, CHIEF

CHIEF OR SHERIFF

PROPERTY STOLEN BY CLASSIFICATION

CLASSIFICATION		Number of Actual Offenses (Column 4 Return A)	Value of Property Stolen (Report Whole Dollars Only)
1. MURDER AND NON-NEGLIGENT MANSLAUGHTER	12	0	0
2. FORCIBLE RAPE (Total)	20	0	0
3. ROBBERY			
(a) HIGHWAY (Streets, Alleys, etc.)	31		
(b) COMMERCIAL HOUSE (Except c, d, f)	32		
(c) GAS OR SERVICE STATION	33		
(d) CONVENIENCE STORE	34		
(e) RESIDENCE (Anywhere on Premises)	35		
(f) BANK	36		
(g) MISCELLANEOUS	37	1	257
TOTAL ROBBERY	30	1	257
4. ASSAULT (Not Applicable)			
5. BURGLARY - BREAKING OR ENTERING			
(a) RESIDENCE (Dwelling)			
(1) NIGHT (6 P.M. - 6 A.M.)	51	3	530
(2) DAY (6 A.M. - 6 P.M.)	52	4	6,720
(3) UNKNOWN	53	2	465
(b) NON-RESIDENCE (Store, Office, etc.)			
(1) NIGHT (6 P.M. - 6 A.M.)	54	2	25
(2) DAY (6 A.M. - 6 P.M.)	55	4	1,566
(3) UNKNOWN	56		
TOTAL BURGLARY	50	15	9,306
6. LARCENY - THEFT (Except Motor Vehicle Theft)			
(a) OVER \$400	64	4	4,856
(b) \$200 THROUGH \$400	61	6	1,999
(c) \$50 TO \$199	62	6	634
(d) UNDER \$50	63	6	80
TOTAL LARCENY (Same as Item 6X)	60	22	7,569
7. MOTOR VEHICLE THEFT (Include Alleged Joy Ride)	70	6	29,601
GRAND TOTAL - ALL ITEMS	77		46,733
ADDITIONAL ANALYSIS OF LARCENY AND MOTOR VEHICLE THEFT (6X AND 7X)			
6X. NATURE OF LARCENIES UNDER ITEM 6			
(a) POCKET-PICKING	81		
(b) PURSE-SNATCHING	82		
(c) SHOPLIFTING	83		
(d) FROM MOTOR VEHICLES (Except e)	84	9	5,805
(e) MOTOR VEHICLE PARTS AND ACCESSORIES	85	1	100
(f) BICYCLES	86	2	600
(g) FROM BUILDINGS (Except c and h)	87	6	664
(h) FROM ANY COIN-OPERATED MACHINES (Parking Meters, etc.)	88		
(i) ALL OTHERS	89	4	400
TOTAL LARCENIES (Same as Item 6)	80	22	7,569
7X. MOTOR VEHICLES RECOVERED			
(a) STOLEN LOCALLY AND RECOVERED LOCALLY	91	4	
(b) STOLEN LOCALLY AND RECOVERED BY OTHER JURISDICTIONS	92		
(c) TOTAL LOCALLY STOLEN MOTOR VEHICLES RECOVERED	90	4	
(d) STOLEN OUT OF TOWN, RECOVERED LOCALLY	93		

MONTHLY REPORT OF
 DOMESTIC VIOLENCE-RELATED CALLS FOR ASSISTANCE
 California Penal Code (PC) Section 13730(a)

Type of Data		Number
Total domestic violence calls received and verified...		42
Total cases in which weapons were used.....		4
S U B T O T A L	Firearm.....	0
	Knife or cutting instrument.....	0
	Other dangerous weapon.....	0
	Personal weapon (hands, fists, feet, etc.).....	4

RIDGECREST POLICE DEPARTMENT	CA0150600
NAME OF AGENCY	AGENCY NCIC NUMBER
AUGUST 2009	PAT RICHARD
REPORT PERIOD (MONTH AND YEAR)	PREPARED BY

INSTRUCTIONS FOR COMPLETION:

**REPORT ONLY THOSE DOMESTIC VIOLENCE-RELATED CALLS FOR ASSISTANCE
 WHICH HAVE BEEN VERIFIED. SEE REVERSE SIDE OF THIS FORM FOR
 PENAL CODE STATUTES TO BE USED WHEN COMPLETING THIS FORM.**

1. Enter the total number of domestic violence-related calls that are received and verified by your agency in the "Total domestic violence calls received and verified" column. Of the "Total domestic violence calls received and verified," enter the number of cases involving weapons in the "Total cases in which weapons were involved" column.
2. Of the "Total cases in which weapons were involved," enter the subtotal for each weapon category. Firearm, knife or cutting instrument or other dangerous weapon shall be reported by type of weapon regardless of the outcome or injury. The use of a personal weapon, such as hands, fists, or feet, is to be reported as a weapon only if the assault resulted in severe or aggravated bodily injury
3. Complete one form for each month and submit the form with your "Return A - Monthly Return of Offenses Known to the Police."
4. If there are no calls received during the report period, write the word "NONE" across the face of this form and submit it with your "Return A."

RETURN TO:
 DEPARTMENT OF JUSTICE
 CRIMINAL JUSTICE STATISTICS CENTER
 P.O. BOX 903417
 SACRAMENTO, CA 94203-4270

NUMBER OF VIOLENT CRIMES COMMITTED AGAINST SENIOR CITIZENS

IN ACCORDANCE WITH SENATE CONCURRENT RESOLUTION NO. 64, (CHAPTER 147, 1982), IT IS REQUESTED THAT LOCAL LAW ENFORCEMENT AGENCIES AND THE DEPARTMENT OF JUSTICE PROVIDE THE LEGISLATURE WITH STATISTICAL INFORMATION CONCERNING VICTIMS OF VIOLENT CRIMES WHO ARE 60 YEARS OF AGE OR OLDER

Please complete one form for each month and submit it with your Return A - Monthly Return of Offenses Known to the Police." Report the number of persons, 60 years of age or older, who were victims of any of the crimes shown below. When multiple crimes occurred during a single incident, show only the most serious for each victim according to the order of the following list.

TYPES OF VIOLENT CRIMES		NUMBER OF VICTIMS 60 YEARS OF AGE OR OLDER
1	HOMICIDE	0
2	FORCIBLE	0
3	ROBBERY	0
4	AGGRAVATED ASSAULT	0
5	TOTAL	0

NONE

RIDGECREST POLICE DEPARTMENT

NAME OF AGENCY

August 2009

REPORT PERIOD (MONTH AND YEAR)

CA0150600

AGENCY NCIC NUMBER

PAT RICHARD

PREPARED BY

If you have no data to report for the month, please write the word "NONE" across the face of this form and submit it with your "Return A".

RETURN TO:
 DEPARTMENT OF JUSTICE
 CRIMINAL JUSTICE STATISTICS CENTER
 P.O. BOX 903427
 SACRAMENTO, CA 94203-4270

RIDGECREST POLICE DEPARTMENT
INVESTIGATIVE SECTION STATISTICS
MONTHLY SUMMARY

MONTH: August 2009

CATEGORY	TOTAL
NEW CASES	374
CASES OVER FROM PREVIOUS MONTH	143
REFERRED TO D.A./JUV PROBATION (not by arrest)	9
BY ARREST (Juv & Adult)	183
CLEARED BY OTHER MEANS	86
INACTIVE	58
ACTIVE CASES OPEN @ END OF MONTH	181
PROPERTY RECOVERED	\$ 0

PACT MONTHLY REPORT

August 2009

PACT Volunteer Hours

Executive Director 2.0

Financial 1.0

Fundraiser 0.0

Training 63.0

Training Administration 12.5

Administrative RPD 102.0

Administrative Org 87.0

Vehicle Maint. 5.0

Animal Welfare 293.5

Child ID 0 # of ID's issued - 0

EOC 3.5

Graffiti Task Force 19.5 # of sites: 31

Nuisance Abatement 12.5 (27 shopping carts rounded up)

Patrol 235.5

Vac. House checks #of sites: 24 #of checks: 95

Preventive Patrol 0.0

Surveillance 0.0

Neighborhood Watch 0.0

PACT HOURS	821.5	YTD Hours for 2009	6552.5
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Non-member hours	7.0	YTD Hours for 2008	5427.0
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Chaplain hours	1.0
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TOTAL HOURS	829.5	Total Hours for 2008	9,016.5
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Volunteers served nine subpoenas and attempted to serve five more.

Four evidence runs were made to Bakersfield.

PACT Code Enforcement Patrol Teams turned in thirteen sign violation Code Enforcement complaint forms to the CE Officer; there was also six additional Nuisance Abatement violation forms also turned in.

Twenty folks attended the monthly evening coffee along with The Chief and 2 guests. Graduation Certificates from the PACT Academy were handed out by the Chief along with a few Certificates of Appreciation from the PACT Admin Program.

Twenty seven carts were rounded up in August. A total of 2064 carts have been rounded up so far since PACT started the round-ups.

PACT added one new volunteer in August, Welcome to Justin Olson-Smith who decided to go full PACT as well as AW from last month.

Fifty one Victim letters were sent out for Neighborhood Watch.

Ten volunteers participated in the July 31st DUI Checkpoint.

A one day PACT Academy was held on 8/8/09 with ten volunteers, instructed by PACT President Henry Wilson

A Wine Walk was held on 8/29/09 and 9 volunteers assisted some were brand new volunteers who had just graduated from the PACT Academy.

RIDGECREST POLICE DEPARTMENT
EXPLORER ORGANIZATION

MONTHLY SUMMARY

AUGUST 2009

EXPLORERS	Current Year		Previous Year	
	MTD	YTD	MTD	YTD
	36	678.5		0

During the month of August, the explorers worked 36 hours.
The hours were comprised of meetings, ride-a-longs, and a Decoy Shoulder
Tap Detail. Recruitment for new members is currently on going.
There are currently 14 active Explorers.

Prepared by  7920
Ofc. Anthony Agostinacci
Explorer Advisor

MONTHLY REPORT

August

Note* K-9 On vacation Aug 19-29

TOTALS

AREA SARCHES	0
VEHICLE SEARCHES	0
DEMONSTRATIONS	0
NEIGHBORHOOD SEARCHES	0
BUILDING SEARCHES	0
ASSIST OTHER DEPARTMENT	0
PAROLE/PROBATION SEARCH	0
OTHER	1

TOTAL DEPLOYMENTS 1

Training Detail Report

Ridgecrest Police Departm

Saturday, September 5,

Team Name

tdilley/Nitto

End Time Hours
0.00

Set Time

End Time Hours
0.00

Set Time

End Time Hours
0.00

Set Time

Weather Details

Surface Type Not Available

Details

Handlers Comments

Trainers Comments



Incident Details Report

Ridgecrest Police Department

Friday, September 4, 2009

August Incidents

INCIDENT NUMBER : 080409

Date/Time	Type	Location	UCR Code
08/04/2009 07:00 am	DRUG WARRANT	1023 N Norma St Ridgecrest CA 93555	

INCIDENT DETAILS

Environment

Suburban Residential

Weather Conditions

Sunny

Summary

Interior search of residence. Positive alerts to small bindles of suspected heroin, hit on spoon suspected of having heroin residue, positive alert to baggie of marijuana. Also alerted to a safe, once opened, no drugs located. RPD Case #09-2653.

INCIDENT DEPLOYMENT

TEAM	Callout Time	Deployment Time	Clear Time	Search Warrant
TDILLEY/NITTO		7:00	8:00	Yes

Handler _____ Supervisor _____

RIDGECREST POLICE DEPARTMENT
RESERVE ORGANIZATION

MONTHLY SUMMARY

AUGUST 2009

	Current Month	YTD Total
Reserve Hrs.	174	809

During the Month of **AUGUST** Reserve Officers worked the following hours:

Officer Kiren	0.0 (On Personal Injury)
Officer Dysart	10.0
Officer Schatz	33.0
Officer Robbs	33.0
Officer Dorrell	33.0
Officer Regan	26.0
Officer Mitchell	02.0
Officer Kinslow	31.0

This month, members of the Reserve Organization augmented Patrol, assisted with Range, participated in Taser, IARD and ARPOC training.

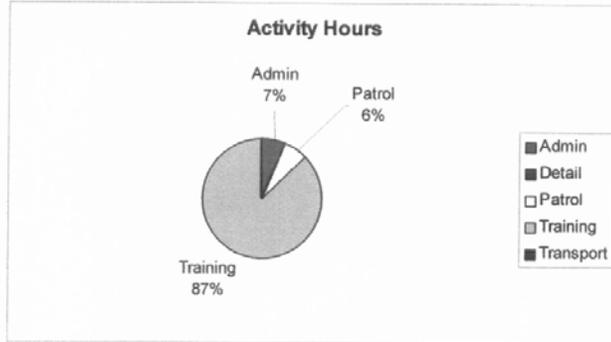
Prepared by:



Tony Brown
Sergeant

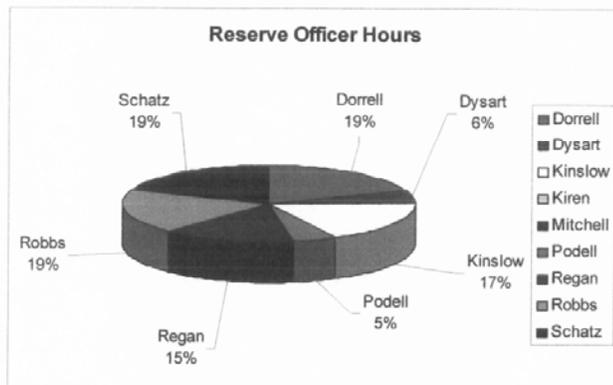
The following is a breakdown of the Reserve hours:

Administration	12.0 hours	7%
Details	0.0 hours	0%
Patrol	11.0 hours	6%
Training/Range	151.0 hours	87%



Reserve Officer hours for the month of August:

Dorrell	33.0 hours	19%
Dysart	10.0 hours	6%
Kinslow	31.0 hours	17%
Kiren	0.0 hours	0%
Mitchell	0.0 hours	0%
Podell	8.0 hours	5%
Regan	26.0 hours	15%
Robbs	33.0 hours	19%
Schatz	33.0 hours	19%



Reserve Report for the Month of August 2009

The Reserve Officers achieved a total of 174 hours for the month of August. Officers Dorrell, Robbs and Schatz contributed 33 hours each.

Reserve meetings accounted for 7 percent of administration time with 12 hours.

No Detail time was accumulated during the month.

Patrol time accounted for 6 percent of the total reserve hours, with Officers Podell and Dysart contributing 6 and 5 hours respectively.

Training accounted for a total of 151 hours and made up 87 percent of the reserves' time. There was no practice range due to the IARD Training. This accounted for 16 hours of training with Officers Dorrell, Kinslow, Robbs, and Schatz attending. Officers Dorrell, Kinslow, Regan, Robbs, and Schatz attended the ARPOC training held in San Diego for a total of 120 hours. The remaining 15 hours consisted of TASER Training.

TASER Training	Total Hours	15
Dorrell		
Dysart		
Kinslow		
Robbs		
Schatz		

IARD Training	Total Hours	16
Dorrell		
Kinslow		
Robbs		
Schatz		

ARPOC Training in San Diego	Total Hours	120
Dorrell		
Kinslow		
Regan		
Robbs		
Schatz		

Finance Department



August 2009

Staff

Tyrell Staheli – Finance Director
Tess Sloan – Controller
Kristi Cole – Accountant
Margaret Rana – Payroll
Kelly Brewton – Accounts Payable
Virginia Johnson – Account Clerk / Front
Counter

Phone: (760) 499-5020
Fax: (760) 499-1520



Finance Division – August 2009

FRONT COUNTER

Business License – 34 new business licenses were processed in the month of July.



Scanning – Holly (WIA) Scanned AP batches, new and update forms for 2009 Business Licenses, as well as miscellaneous scanning for APs.

Filing – Holly (WIA) boxed the AP files for FY09.

Bus Pass – Virginia produced 750 punch passes for Cerro Coso Community College.

Record Destruction – Virginia went to the storage unit to get the newest list of records that are to be submitted to the City Council for destruction per the retention schedule.

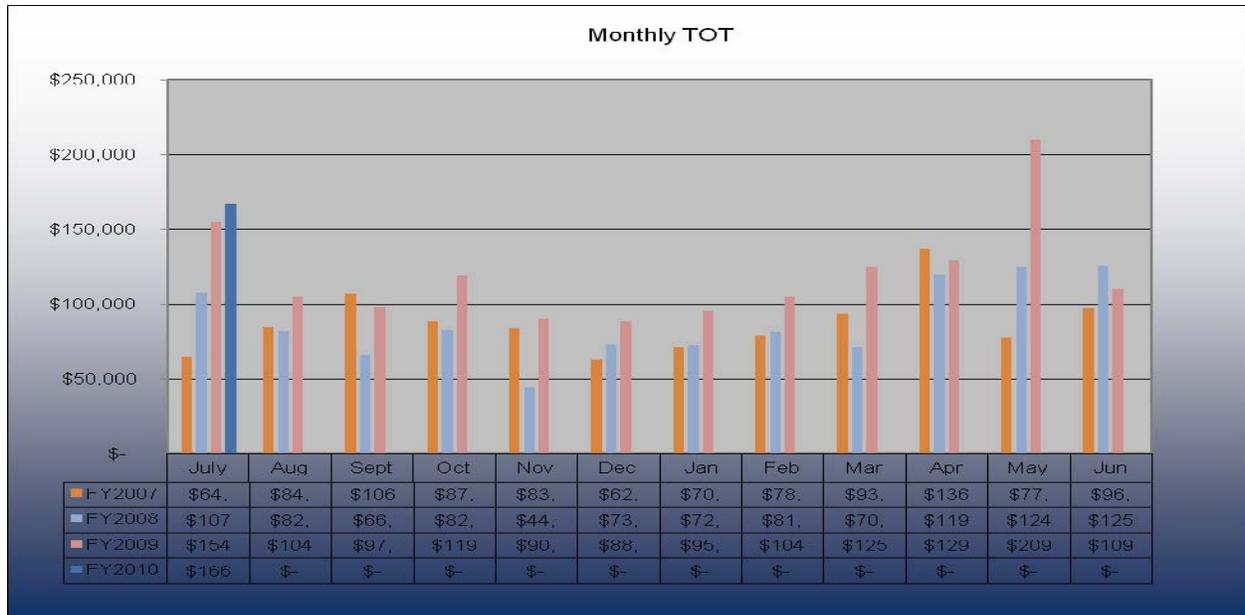
Miscellaneous projects – In addition to answering the phone, helping customers at the counter, and processing payments, Virginia updated monthly spreadsheets and distributed mail daily. Virginia filed all month end, adjusting journal and budget adjustment batches.

September To Do List:

1. Complete W-9 scanning
2. Desk Book for Finance and MIS
3. Organize the conference room filing.
4. Complete FY10 filing set up.
5. Submit destruction list for City Council approval.



Finance Division – August 2009



ACCOUNTS PAYABLE



- All payables must be received no later than 10 am on the Thursday before the check run, unless otherwise specified.

~If there is something that needs be paid with the next check run and you will be unable to get it to AP's by the deadline, arrangements must be made **prior** to the deadline. We will not accept any request made after the deadline and invoice payment will be made the following check run.

- When you receive utility bills get them coded, signed and return to Account Payables the next business day. We try to get the utilities put in the blue inter-department envelopes so please pay close attention to these.
- Receipts need to be turned in no more than 5 business days after date of purchase (excluding Cal Card-see below).
- Cal-Card: Hold on to receipts until you receive the Cal Card statement then send receipts along with the coded and signed statement to AP's within 5 business days of receiving.
- Write description of what was purchased if it is not clearly stated on the receipt. Do not write over descriptions on receipts. If there is no room on the receipt you may write it on the back of the receipt or you may tape it to a piece of paper (just make sure that the receipt is taped at the top of the paper) to write the description on or you may write it on the back of the receipt.
- Keep receipts away from heat and do not highlight receipts, as most receipts are now printed on thermal paper and the heat turns them black and highlighter erases the text.



Finance Division – August 2009

- When submitting travels: If a registration check and advance check are needed, please submit 2 copies one with the employee name highlighted, and one with the registration highlighted.
- If submitting a check request in which back up needs to be sent with the check, include an additional copy. If an additional copy is not attached, nothing will be sent with the check.
- Remember all Account Payable documents are now scanned, so please try to remove as many staples as possible and use paper clips to keep papers together, if they are tiny receipts you may staple them and we will take the staples out. You also may tape them to a larger sheet of paper just make sure that the receipt is taped at the top of the paper.
- Prior to using a vendor check to see if they are an active vendor in our system, if they are not please obtain a w-9 prior to purchase or services.
- Remember any purchase or service costing over \$2000 will need a purchase order and needs to be completed before the purchase is made or services are rendered.

Check pick up



- Checks are generally ready for pick up at 4pm on the Thursday of the check run. If you have checks you need to pick up please send me an e-mail to let me know what checks you need and I will contact you as soon as they are ready for pick up.
- If a vendor wants to pick up a check, arrangements must be made with me no later than Wednesday of the check run, they can pick them up after 4pm on the Thursday or if they leave a phone number; I will contact them once the check is ready for pick up.

Work Completed August 2009:

1. Processed and paid 817 invoices
2. Processed a total of 246 checks
3. Paid out \$1,096,581.06 to vendors

ACCOUNTING SERVICES

With the start of the New Year, there is lots of work to reconcile and close out FY09 accounts. Much of Kristi's time between the start of the fiscal year on July 1st and the yearly audit the first week of October will be spent trying to reconcile accounts and make sure that everything balances and is ready for the auditors. She is also starting to work on designing the cover of this year's CAFR.

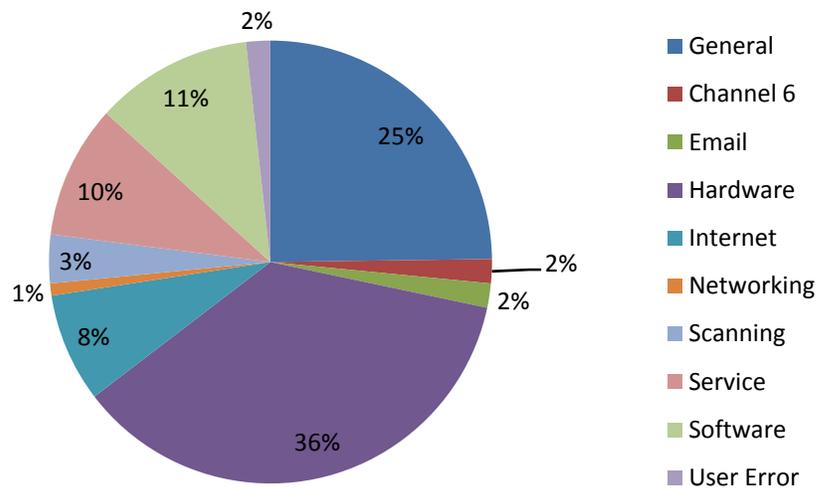


MIS AUGUST 2009 BLURB

MIS' main focus of late has been on the Fuel Master project. This new fueling system will eventually be applied to all fuel-dependent equipment used by the City from Transit buses and patrol cars to generators and lawn mowers. There are approximately 130 for these City operated resources and if it requires fuel to run, it will be hooked into this new fueling System. This system will collect information and is capable of generating reports regarding fuel, mileage, and operating time. It can also facilitate departmental alerts on maintenance for such things as; lube, oil, filter changes, and other required equipment support. In turn, this service will assist in providing better maintenance of the equipment while collecting accurate data for the use in internal costing.

This project plan will include (re)badging all City employees and the outfitting of approximately 70 City vehicles. A test and evaluation phase will take place prior to the installation of a new fueling island and the replacement of the currently failing pumps. The current target for "Go Live" of the Fuel Master System is scheduled for early to mid-December 2009.

8/1/09 - 8/31/09: MIS handled 115 case calls sorted in the categories depicted in the graph below:



Public Services

AUGUST MEETINGS

- 5 Aug RACVB
- 5 Aug IWvCA
- 6 Aug Sister Cities
- 10 Aug D.R. Horton
- 11 Aug Chamber Luncheon
- 12 Aug VIMCO
- 12 Aug Solar Millenium
- 13 Aug County Wide Solid Waste System Analysis Workgroup
- 17 Aug Shaw Environmental
- 17 Aug Phil Bolay
- 18 Aug Kem Park—Mini Recycling Center
- 20 Aug Joanne Clark—RBP
- 24 Aug Viewfinders
- 25 Aug Dianne Schindler
- 26 Aug Reception for Congressman McCarthy
- 26 Aug Tom Fallgatter
- 27 Aug D.R. Horton
- 27 Aug Dan Clark—R.B.P.
- 27 Aug Jack Lyons—Coldwell Banker
- 31 Aug RACVB
- 31 Aug D.R. Horton

James McRea
Public Services Director

Gary Parsons
Economic Development Manager

Matthew Alexander, AICP
City Planner

Bob Smith
Code Enforcement Officer

Danielle Valentine
Administrative Secretary

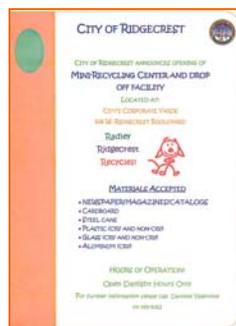
PUBLIC SERVICES DEPARTMENT

August departmental activities were directed to the California Integrated Waste Management Board and four Major Tasks required by the Local Assistance Plan and to be implemented prior to January 2010.

- ◆ Mandatory Residential Curbside Pick-up and Recycling
- ◆ Commercial and On-Site Cardboard Pilot Program
- ◆ Mini Recycling Center & Drop Off Facility Corporate Yards
- ◆ Materials Recovery Facility (MRF) Feasibility Study

The City Council passed a second resolution declaring its intention to enter into agreement with Benz Sanitation for the implementation of mandatory commercial and residential recycling and solid waste collection and modified the Commercial rate schedule adopted July 15, 2009. Additional meeting have been held with the franchisee, and a committee consisting of Vice Mayor Wiknich, Council Member Taylor, and the City Manager. An agreement was finalized and adopted at a special City Council Meeting of September 10, 2009. Residential property owners may still self-haul to the Ridgcrest Sanitation Landfill and recycle at any approved drop off center or buy back center, but must subscribe to the Mandatory Universal Service Program as currently defined, and have two wheeled 96 gallon containers. The City Council indicated that this is a work in process and refinement and modifications may be required as the programs are put into service. The residential program may not be implemented until mid-November.

Effective August 01 Commercial, Multi-family, Institutional and Industrial Property Owners must subscribe and participate in a On-Site Recycling Service Program. As indicated the rate structure was modified and information is available from Benz Sanitation and the City's Recycling Coordinator. The Mini Recycling Center & Drop Off Facility located at the west side of the Corporate Yards, 656 W. Ridgcrest Blvd. is operational and opened the week of August 01. Operation is limited to daylight hours. The following items may be recycled there, and CRV recyclables may be deposited within the trailer located on site or taken to the private recycling centers.



The City Council on July 15th, authorized a Professional Service Agreement with Shaw Environmental Inc. to complete a Materials Recovery Facility (MRF) Feasibility Study, as mandated by the CIWMB, and staff is working with the contractor to complete the study.

PLANNING COMMISSION:

September 8, 2009

Conditional Use Permit- Advanced Imaging Center

Advanced Imaging Center, Inc. (AIC), currently occupies part of Building B at the office complex located at 900 N. Heritage Drive. AIC is a medical provider offering advanced imaging services. AIC has moved two trailers housing MRI and CAT scan equipment into the parking lot in front of Building B to facilitate their imaging operation until the buildings can be retrofitted to permanently house the MRI and CAT equipment. The applicant requested a Conditional Use Permit to allow the two trailers to remain temporarily for six months within the parking lot until the equipment can be installed permanently into the building. The power source is proposed to be temporary power provided by SCE.



Following a public hearing on September 8, 2009, the Planning Commission denied the Conditional Use Permit application for the temporary use of the two medical trailers as an inappropriate use of this property at this location. It is expected that AIC shall file a appeal of this decision to the City Council.

September 22, 2009

Wal-Mart Supercenter

Site Plan Review SPR-08-12 WalMart S China Lake Blvd and E. Bowman Rd

A proposed 205,000 sf Wal-Mart Supercenter on 21 acres to include a Garden area and Tire and Lube Facility. Attached 11x17 drawing C-3 Review of full size drawings available upon request.

Variance VAR-09-01 WalMart Parking Lot Lights

Variance to increase parking lot light height from 16' to 25'. See attached C-7 Drawing.

Tentative Parcel Map TPM 11790 WalMart

Create 4 parcels on 29 acres to facilitate the WalMart Supercenter and 3 future lots. Attached TPM 11790 dated 8-19-09. Review of full size drawing available upon request.

Development Agreement – WalMart Supercenter

Draft Development Agreement on file in the Public Services/Planning Department

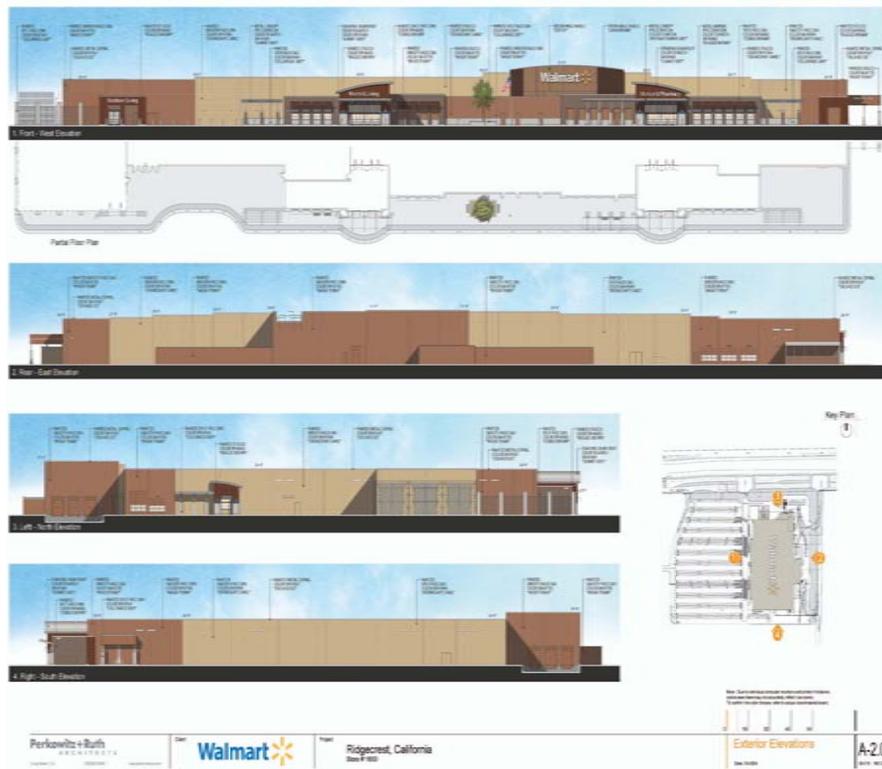
Certify WalMart EIR

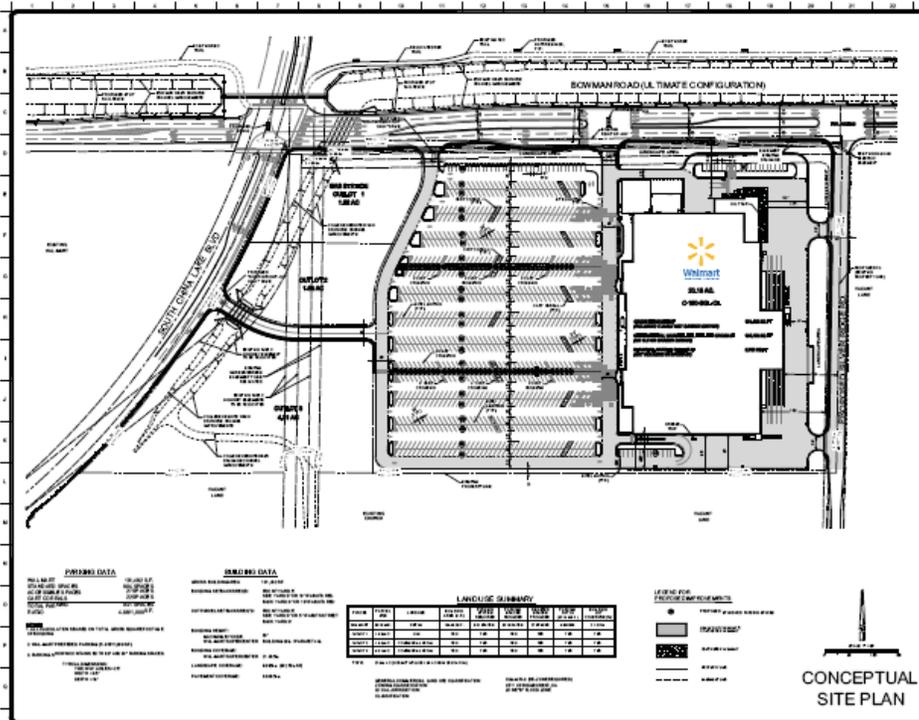
Planning Commission to certify the WalMart EIR per CEQA guidelines. Final Draft EIR posted on City Web Site at <http://ci.ridgecrest.ca.us>, Departments/ Public Services/ Planning,

Owner: WalMart Stores
2001` SE 10th Street
Bentonville, Arkansas 72716

Developer: Rothbart Development, Stan Rothbart
1801 Avenue of the Stars
Los Angeles, Ca 90067
(310) 277 6288

Engineer: EDA Design Professionals
Robert Winslow, PE
1998 Santa Barbara Street St 200
San Luis Obispo, CA 93401
(805)549-8658





The project site would be subdivided into four parcels.

Parcel Use Acreage (Gross)

Parcel 1: Wal-Mart Supercenter and Parking ± 21 acres

Parcel 2: Gas Station ± 1 acres

Parcel 3: Commercial ± 1 acres

Parcel 4: Commercial ± 4 acres

Parcel 1 - The Wal-Mart Supercenter would be approximately 205,000 square feet in size, with all appurtenant structures and facilities, and would offer groceries and general retail merchandise including, without limitation, alcohol for off-site consumption, pool chemicals, petroleum products, pesticides, paint products, firearms, and ammunition. The Supercenter would include a garden center, a pharmacy with two drive-through lanes, a vision and hearing care center, food service, a photo studio and photo finishing center, a banking center, and an arcade. The garden center would have an exterior customer pick up facility for pre-paid bagged garden supplies, such as potting soil, mulch, and manure. The Supercenter would also include a tire and lube facility, which would engage in routine servicing and preventive maintenance of vehicles. Further, the Supercenter would have outdoor seasonal sales and storage, and the Supercenter building would include, without limitation, truck doors and loading facilities.

Parcel 2 - The gasoline station out-lot may include up to 16 fueling pumps and other facilities to be determined by the future operator.

Parcel 3 and Parcel 4 - Although there are currently no identified uses for these parcels as part of the Project Application, the Environmental Impact Report (EIR) did evaluate probable uses of these parcels. For purposes of the EIR analysis, assumed uses for these parcels is a 5,000 square-foot fast food restaurant with drive-through on Parcel 3 and a 20,000 square-foot shopping center and 5,000 square-foot fast food restaurant with drive-through on Parcel 4. When the specific final uses for these parcels are proposed, the applicant will be required to apply for any needed discretionary approvals and may be subject to additional environmental review under CEQA depending on the consistency of the proposed uses with the probable uses evaluated in the EIR.

ECONOMIC DEVELOPMENT:

Gary Parsons, Economic Development Manager, is back from a leave of absence recovering from heart surgery. Gary would like to thank [all for their kind thoughts and support](#).

City of Ridgecrest
Code Enforcement Division
September Monthly Report - PACT
Total Opened Cases - 19 (07-15 to 09-15)
***** Note PACT report missed in August *****

File#	OpenDate	CloseDate	Description	PropertyAddress	Aging
09-000228	8/5/2009	9/15/2009	Van on jacks in driveway is a safty hazard.	555 FAIRVIEW Street	41
09-000235	8/10/2009	9/15/2009	Car on portable ramps in front yard.	221 GATEWAY	36
09-000252	8/3/2009	8/3/2009	Yard Sale Sign on utility pole.	933 West MARIPOSA Avenue	0
09-000254	8/4/2009	8/4/2009	Lost Cat Sign on Sidewalk Mailbox.		0
09-000255	8/4/2009	8/4/2009	Yard Sale sign left over a month from sale.	1115 LAS POSAS Court	0
09-000256	8/4/2009	8/4/2009	Lost Cat sign on light pole.		0
09-000257	8/4/2009	8/4/2009	Deflated baloons left on street lamp and stop sign.	541 LAS POSAS Street	0
09-000258	8/4/2009	8/4/2009	Lost dog sign posted on stop sign.		0
09-000261	8/7/2009	8/7/2009	Yard Sale sign on sidewalk.	705 West MOYER Street	0
09-000262	8/7/2009	8/7/2009	Yard sale signs in the median.	1340 North DOWNS Street	0
09-000266	8/21/2009	8/21/2009	Yard Sale Sign on sidewalk.		0
09-000267	8/21/2009	8/21/2009	Yard sale signs left on sidewalks.	609 South GEMSTONE Street	0
09-000268	8/28/2009	8/28/2009	Yard Sale Sign on sidewalk.	1332 South EL PRADO Street	0

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File #	Address	Description	Open Date
09-000003	706 West HALOID Avenue RIDGECREST	Property has once again become a nuisance. Especially the driveway area.	1/12/2009
09-000029	231 HALOID RIDGECREST	Junk and debris strewn across the lot.	1/27/2009
09-000130	402 MOYER Street RIDGECREST	Property has dry weeds which is a fire hazard; Has an oversized motor home parked in the street for over 72 hours and may be unregistered; also waste water from washer and dryer set running into a hole in back yard which dogs drink out of.	5/15/2009
09-000165	620 West UPJOHN Avenue RIDGECREST	Owner of 25 mobile homes that are in various degrees of disrepair has left the blight in the park without pulling permits or making a continuous effort to fix them up and resell them.	6/16/2009
09-000169	400 North ALVORD Street RIDGECREST	Home appears abandoned. High probability of a fire hazard with dead vegetation on site. Multiple issues of junk and debris strewn across the property. Vehicle left on the property and trash.	6/17/2009
09-000172	1052 North SIERRA VIEW Street RIDGECREST	Pool full of green water at neighbor's house. Treat with pesticides and contact owner for cleaning.	6/23/2009
09-000174	413 MARLENE Court RIDGECREST	sprinklers on all afternoon water running down the street. vegetation over grown and obstructing sidewalk .	6/24/2009
09-000176	313 South Fountain Avenue Ridgecrest	Lot south of parents' residence has weeds, lumber and cement in the lot. Lot is for sale and an eyesore. ABC Realty selling the lot. Tele: 858 592-9700. Schedule for July 18 Neighborhood cleanup.	6/29/2009
09-000178	231 richmond Road Ridgecrest	Trash every where in the front	6/30/2009
09-000179	725 West MOYER Street RIDGECREST	Trash stored for over nine (9) months. Trash Service is not in place.	7/7/2009
09-000181	412 South LENORE Street RIDGECREST	Trees hanging over the sidewalk. Must be 8-feet over public right away.	7/13/2009
09-000184	355 East ROBERTSON RIDGECREST	Front lawn needs to be mowed.	7/13/2009
09-000197	336 MARI Court RIDGECREST	Trash and other debris in the front yard.	7/23/2009
09-000199	816 West REEVES Street RIDGECREST	Neighbors cooler is leaking and there is a green algae deposit left on the roof. Also the home's sink is broken.	8/10/2009

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09-000202	323 ARONDO Street Apt C RIDGECREST	House if full of trash and other debris, has been sitting empty for three to four months.	7/24/2009
09-000204	236 North WARNER Street RIDGECREST	Back yard has 2 junked cars, there is also a person living in back yard.	7/27/2009
09-000206	1200 West WARD RIDGECREST	The empty lot has a materss in it.	7/27/2009
09-000207	208 East WILSON Road RIDGECREST	Jcnked cars and furniture in the driveway of residence.	7/29/2009
09-000208	232 SUNLAND Street RIDGECREST	Trash and other debris in side yard. Nonop car and boat in side yard as well.	7/29/2009
09-000210	732 East COMMERCIAL Avenue #A RIDGECREST	Trash and other debris in back yard.	7/29/2009
09-000211	321 SANDERS Street RIDGECREST	Furniture such as washer, dryer and chairs and other debris in fornt driveway	7/29/2009
09-000212	241 SANDERS Street RIDGECREST	Trash and other debris in front yard.	7/29/2009
09-000213	213 FLORENCE Street RIDGECREST	Furniture and trash in front yard.	7/29/2009
09-000214	253 FLORENCE Street RIDGECREST	Trash and other debris in front yard	7/29/2009
09-000215	429 ROBERTSON RIDGECREST	Major water leak under house wall causing mold, mesquitos and a bad smell from standing water. Has been leaking since january of 2009.	8/3/2009
09-000216	405 SANDERS RIDGECREST	Trash and other debris in yard and inside house.	8/3/2009
09-000219	201 PANAMINT AV ST RIDGECREST	Tree covering Stop Sign. Must be 14' above street.	8/3/2009
09-000220	612 BURBANK Street RIDGECREST	Ford in driveway needs to be covered, fixed or repaired.	8/4/2009
09-000221	531 ERIN Street RIDGECREST	Two Vehicles on jacks without supervision, take of jacks for public safty.	8/4/2009
09-000222	232 MARIPOSA RIDGECREST	Boat on trailer parked on street. CA TL7584	8/4/2009
09-000224	232 BOSTON RIDGECREST	Bushes, grass and trees in front yard are a fire hazard.	8/4/2009

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09-000225	233 ST GEORGE RIDGECREST	Grass, Pine Tree overgrown is a fire hazard	8/4/2009
09-000226	Ridgecrest	RP complaining of refurbishment of cars and a new driveway being built for the parking of more cars. Complains that it is an eyesore.	8/5/2009
09-000229	424 HELENA Street RIDGECREST	Overgrown tree in back yard is in powerlines. Pile od mesquit leaves on grond in easment.	8/6/2009
09-000230	429 HELENA Street RIDGECREST	Broken/torn up furniture in backyard that can be seen from road.	8/6/2009
09-000231	820 North CHINA LAKE BL ST RIDGECREST	Mandatory Trash Service Required	8/6/2009
09-000232	225 East RIDGECREST RIDGECREST	Mandatory trash required.	8/10/2009
09-000233	117 South SUNLAND Street RIDGECREST	Property runs a vending business and had old vending machines and cardboard boxes left in the front yard. Front yard needs to remain free of clutter.	8/10/2009
09-000234	213 GATEWAY RIDGECREST	Car in driveway on jacks with no wheels.	8/10/2009
09-000236	Ridgecrest	Pathway between Eastridge Estates (Desert Area) and Pierce School cluttered with trash.	8/13/2009
09-000237	1051 North SHERRI Street RIDGECREST	Dry waist high weeds in the front and back yards. Dead tree in the back yard and a fence that is falling apart or is being damaged by vandals.	8/13/2009
09-000238	1337 West BOSTON Avenue RIDGECREST	Yard is overflowing with old vehicles, junk RV trailers, which could pose a fire hazard. Two trash trailers are overflowing. Hazardous waste an abundance located on the property.	8/13/2009
09-000240	1617 North CHINA LAKE Boulevard RIDGECREST	Electrical issues at gas station are a distinct fire hazard.	8/13/2009
09-000244	809 West VICTORIA Court RIDGECREST	Trailer left on the street. Ca Lic # NONE. 72-hour regulations in effect. Remove from the street immediately.	8/13/2009
09-000245	700 West WASP Avenue RIDGECREST	Yield sign at intersection of Wasp and S. Sierra View obstructed by overhanging backyard tree. Tree must be cut back exposing sign and cut to at least 8-feet over the public right of way.	8/13/2009

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09-000247	213 South GATEWAY Boulevard RIDGECREST	Car on jacks on the property - CA Lic# 1BCD222. This is a public safety issue.	8/13/2009
09-000249	731 West REEVES Street RIDGECREST	Home has many weeds and old car in the yard. Looks like a dump.	8/18/2009
09-000250	629 East RIDGECREST Boulevard RIDGECREST	Second floor railings in apartment complex are loose, missing bolts and are hazardous to tenants well-being and safety.	8/19/2009
09-000253	945 West UPJOHN Avenue RIDGECREST	Trash in front and west side yard, fence collapsed and leaning over sidewalk.	8/2/2009
09-000259	Ridgecrest	Trashy vacant lot.	8/4/2009
09-000260	1266 North ERWIN Street RIDGECREST	Yard Sale sign left on sidewalk.	8/7/2009
09-000263	352 East CISCO Street #B RIDGECREST	Trash and clutter accumulated in rear yard. No fence - so it can be seen from the public right of way.	9/15/2009
09-000264	232 East CISCO Street #C RIDGECREST	Two refrigerators in the driveway as of Aug. 11. Attractive nuisance to children in the area.	8/11/2009
09-000265	312 East ARONDO Street #A RIDGECREST	Stolen shopping carts filled with trash. Junk and debris stored in carport.	8/18/2009

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File#	OpenDate	CloseDate	Description	PropertyAddress	Aging
09-000033	6/16/2009	8/13/2009	Trashy vacant lot.	331 West WILSON Street	58
09-000041	1/27/2009	9/15/2009	Junk and trash built up in the back yard. Fence probably needs to be built to hide materials.	128 West WILSON Road	231
09-000074	2/13/2009	8/12/2009	Abandoned Home at entrance to city is a continuous eye sore. Roof is on the ground and the block wall is broken apart in places.	1024 SPRINGER Avenue	180
09-000135	5/12/2009	8/12/2009	Burned trailer needs to be removed from the property.	121 WILSON	92
09-000182	7/13/2009	9/15/2009	Junk and debris cluttering the front yard and driveway.	420 East LENORE Street	64
09-000183	7/13/2009	8/13/2009	Front lawn needs to be mowed.	427 LENORE Street	31
09-000185	7/13/2009	8/12/2009	Front lawn needs to be mowed.	429 LENORE Street	30
09-000190	7/14/2009	8/13/2009	Front yard is a fire hazard because of high dead grass and shrubs. Mow the lawn and remove cuttings.	424 North FLORENCE Street	30
09-000191	7/23/2009	8/13/2009	Weeds on south side of driveway are a fire hazard.	832 CHARLES Court	21
09-000192	7/23/2009	9/15/2009	Overgrown weeds on west side of driveway.	825 CHARLES Court	54
09-000194	7/23/2009	8/13/2009	Dead weeds and grass on south side of driveway.	617 GLEN Court	21
09-000196	7/23/2009	8/13/2009	House has been abandoned and garage left open trash in garage and around the yard. House has been empty atleast 6 months.	329 MARI Court	21
09-000198	7/23/2009	8/13/2009	Water has been running from back yard.	501 East WILSON	21
09-000201	7/23/2009	9/15/2009	Awning cover over stuctor is missing. Trash and debris is side yard behind awning.	624 LAKEVIEW Court	54
09-000203	7/27/2009	8/12/2009	Sprinkler is broken in the yard of Auto Zone, Water is running down street and in the air.	900 North CHINA LAKE	16
09-000205	7/27/2009	9/15/2009	House has an abundance of water and mosquitos.	433 GOLD CANYON Drive	50
09-000209	7/29/2009	8/13/2009	Trash and other debris on south side of house.	316 SUNLAND Street	15
09-000218	8/3/2009	9/15/2009	Trees covering Street Lamp. Must be cut away from street lamp.	214 MESQUITE Drive	43
09-000223	8/4/2009	9/15/2009	Accuulation of junk and other debris near front door/window.	228 BOSTON	42
09-000227	8/5/2009	9/15/2009	RV parked on street. CA-2EPH189	233 South Fairview Street	41

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09-000228	8/5/2009	9/15/2009	Van on jacks in driveway is a safty hazard.	555 FAIRVIEW Street	41
09-000235	8/10/2009	9/15/2009	Car on portable ramps in front yard.	221 GATEWAY	36
09-000239	8/13/2009	9/15/2009	Reports citizens from the neighborhood behind Ridgecrest Healthcare are complaining about an infestation of roaches coming from the business trash bin area. Suggest more spraying to eradicate any more insect, vermine etc. Also more frequest trash service.	1131 North CHINA LAKE Boulevard	33
09-000241	8/4/2009	8/13/2009	Stop Sign at corner of Sanders and Panamint obscured by tree.	201 North SANDERS Street	9
09-000242	8/13/2009	9/15/2009	Boat and trailer left on the street. Ca Lic # 4DT3441. 72-hour regulations in effect. Remove from the street immediately.	825 West VICTORIA Court	33
09-000243	8/13/2009	9/15/2009	Trailer left on the street. Ca Lic # 4GD4979. 72-hour regulations in effect. Remove from the street immediately.	812 West VICTORIA Court	33
09-000246	8/13/2009	9/15/2009	Black Trailer left on the street for over 72-hours. Must be removed immediately. Constitutes a traffic hazard. No plates on the trailer.	405 North PEG Street	33
09-000248	8/13/2009	9/15/2009	Car on vehicle ramps in the front yard. Ca lic # 3JNE913. Also different types of furniture and materials can be found on the driveway and front porch. Vehicle is a public safety issue. Remove immediately.	221 South GATEWAY Boulevard	33
09-000251	7/23/2009	9/10/2009	Advanced Imaging Center at 900 Heritage Drive has placed two trailers - imaging centers in the parking lots of the buildings, with running generators that are noxious to the surrounding community and a noise hazard.	900 North HERITAGE Drive	49
09-000266	8/21/2009	8/21/2009	Yard Sale Sign on sidewalk.		0
09-000267	8/21/2009	8/21/2009	Yard sale signs left on sidewalks.	609 South GEMSTONE Street	0
09-000268	8/28/2009	8/28/2009	Yard Sale Sign on sidewalk.	1332 South EL PRADO Street	0

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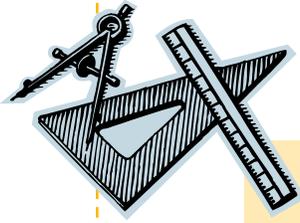
Status	File#	OpenDate	CloseDate	PropertyAddress	Description
Closed	08-000111	8/14/2008	8/27/2008		RP called and left a message that there is a vacant lot that has trash and debris left on the lot. She did not leave her last name.
Closed	08-000118	8/14/2008	8/26/2008		Marriot Hotel has a puddle of water at its site. Been there since the flood.
Closed	08-000121	8/14/2008	8/26/2008	242 CISCO Street	Sewage is backing up into the bathroom. Landlord not doing anything.
Closed	08-000123	8/14/2008	10/15/2008	119 GWEN Drive	Two parked vehicles on the street have flat tires.
Closed	08-000124	8/15/2008	10/10/2008		Brush on SW Corner of Upjohn and Richmond is a traffic hazard. Can't see north bound traffic on Richmond.
Closed	08-000125	8/15/2008	10/3/2008		RP reports there are broken cabinets and trash on a vacant lot on the 700 block of E. Commercial.
Closed	08-000126	8/22/2008	2/24/2009	112 West BARBARA Avenue	Foliage is over-running the yard. Could be a fire hazard.
Closed	08-000127	9/2/2008	9/29/2008	1036 Porter	Vehicles parked behind property's backyard fence - not in the yard.
Closed	08-000128	8/22/2008	9/29/2008	517 SUZANNE Street	Tumbleweeds growing underneath her chain link fence.
Closed	08-000129	8/19/2008	10/9/2008	409 West MOYER Street	Smell of trash emitting from the yard.
Closed	08-000130	9/3/2008	11/6/2008	900 West DOLPHIN Avenue	Residence has a vehicle parked in the public right of way on Downs Street. The vehicle may or may not be disabled.
Closed	08-000131	9/2/2008	11/7/2008	548 West DOLPHIN Avenue	Refrigerator in yard and vehicle on jacks.
Closed	08-000132	8/29/2008	10/14/2008	430 West WILSON Avenue	Campers in the backyard. People living in the backyard. Trash.
Closed	08-000133	8/26/2008	4/7/2009	237 South Primrose Street	Overgrown weeds on three sides and against wood fence. Growing over the sidewalk.
Closed	08-000134	9/11/2008	10/9/2008	709 WHITE OAK Drive	Furniture left on the front yard.
Closed	08-000135	9/11/2008	12/14/2008	1131 West ST GEORGE Street	Furniture left in the yard.
Closed	08-000136	9/11/2008	10/14/2008	234 Sunset Place	Homes on Sunset Place have couches, furniture and mattresses left on the yards and streets.
Closed	08-000137	9/11/2008	10/17/2008	240 DESERT CANDLES Drive	Green pool and mosquitoes at 240 Desert Candles.

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Closed	08-000138	9/11/2008	10/9/2008	128 North China Lake Boulevard	Complaint that business owner is living in the business office at 128 N. China Lake Blvd.
Closed	08-000139	9/3/2008	9/3/2008	736 BRYANN Circle	Pool and Jacuzzi is green. Water running on side yard. - Mosquitoes in the area.
Closed	08-000140	9/11/2008	10/17/2008	1000 SIERRA VIEW Street	Motor Home and scaffolding in a dangerous position.

Public Works Monthly Report

Special points of interest:



Walking in Traffic

Protect yourself and your family by doing these things:

Walk on the Sidewalk

Stay on the sidewalk and crosswalks. Avoid walking in traffic where there are no sidewalks or crosswalks. If you have to walk on a road that does not have sidewalks, walk facing traf-

fic.

Cross at Intersections

Most people are hit by cars when they cross the road at places other than intersections.

Look left, right, and left for traffic

Stop at the curb and look left, right, and left again for traffic. Stop-

ping at the curb signals drivers that you intend to cross. Cross in marked crosswalks and obey the signal.

See and Be Seen

- Drivers need to see you to avoid you.
- Stay out of the driver's blind spot.

Make eye contact with drivers when crossing busy streets.

Wastewater Department



The City of Ridgecrest WWTF operated within design and compliance directives issued under Board Order No. 6-00-56. The treatment facility operated with no discharge violations or abnormal conditions. The department inspected and passed (2) new connection to the sanitary sewage system. The department also responded to (6)

requests for service (3) odor complaints, (2) requests for treatment of the sewage collection system for roach control, and (1) possible main line stoppage, that was the homeowners problem. The department performed periodic maintenance on the levees of the treatment lagoons. The reclamation department reclaimed 5.6 mil-

lion gallons of secondary effluent for use as fodder crop irrigation. The department is in the process of treating all man holes in the city with boric acid for vector control of roaches. The department hydro flushed 12,224 ft. of main line sewer as preventative maintenance.

Wear bright colors or reflective clothing if you are walking near traffic at night. Carry a flashlight when walking in the dark.

Do not let kids play near traffic or cross the street by themselves. Kids are small, and drivers may not see them if they run into the street.

Watch your kids

- Children should not cross streets by themselves or be allowed to play or walk near traffic. Kids are small, unpredictable, and cannot judge vehicle distances and speeds.

When kids get older, teach them three things to do before they cross the street: 1) Try to cross at a corner with a traffic light.

2) Stop at the curb.

3) Look left, right, and then left again to make sure no cars are coming.

Important Safety Reminders

Drivers are required to yield the right-of-way to pedestrians crossing streets in marked or unmarked crosswalks in most situations. Pedestrian need to be especially careful at intersections where the failure to

yield right-of-way often occurs when drivers are turning onto another street and a pedestrian is in their path.

When possible, cross the street at a designated crosswalk. Always stop and look left, right, and left again before crossing. If a parked vehicle is blocking the view of the street, stop at the edge line of the vehicle and look around it before entering the street.

It is much safer to walk on a sidewalk, but if you must walk in the street, walk facing traffic.

Engineering Department

Most of you are aware that North Norma from Las Flores to Ridgecrest Blvd received new pavement along with the west bound lane of Ward between Downs and Mahan. The Department has heard positive responses from our community regarding this new rehabilitation of the roadway.

The Streets Department closed off Bowman

Road for three days to recondition the road with a road mix overlay. They have also used the pot hole patcher this month to repair large cracks in the roadway on Ward Ave. between China Lake Blvd and Norma Street. This area is this first to receive this sort of treatment and the Department will keep an eye on how well the

material does in this area to see if it can be used in other places.



Removing and laying new asphalt on Norma Street.



Hard at Work (actually waiting for asphalt and trying to get Relief from the 110 degree temperature.)



The Final Leg

