

## PARADISE. WITH MOTORCYCLES. *Motorcycle Cops in Lafayette? Really?*

**B**eginning July 1st, Lafayette will deploy its first-ever motorcycle traffic patrol program.

**Why motorcycles?** Lafayette's narrow, winding roads make the job of traffic enforcement in an automobile tough in some places, impossible in others. An officer in a traditional police cruiser needs clear lines of sight and a straightaway where it can accelerate and follow a vehicle quickly without causing danger. Good enforcement also requires a pull-over spot that's large enough for two cars to safely move off the road; finding such spots on Lafayette's semi-rural roads is difficult. In some neighborhoods there is not a single location that is suitable for traffic enforcement in an automobile.

Motorcycles, on the other hand, can be effective in places where cars can't. Because they accelerate quickly and need little room during the pull-over, officers on motorcycles can patrol two-lane roads such as Happy Valley Road, Reliez Valley Road, and Springhill Road on the north side of town, and Moraga Road, St. Mary's Road, and Reliez Station Road in southern Lafayette. Residents have called for more enforcement in all

of these areas to cut down on speeding and STOP sign violations. Says Police Chief Mike Hubbard, "The motorcycles' enhanced mobility will allow our officers to more effectively enforce traffic regulations in locations previously unavailable to them." As a bonus, the City will realize cost savings and environmental benefits due to the motorcycles' better gas mileage and decreased greenhouse gas emissions.

**Why the focus on traffic enforcement rather than crime fighting?** Because residents are far more likely to be injured or killed in a car crash than during a crime. In fact, in Lafayette, between January 2001 and May 2010, 418 people were injured in traffic collisions; this compares to sixteen felony batteries during the same period. Likewise, five people were killed in traffic accidents in Lafayette over the last ten years, while just one was murdered (albeit senselessly and tragically). Macabre as it may sound, if the last ten years serve as an accurate guide, the chance that you will die in a traffic collision in Lafayette is five times higher than the chance that you will become a

homicide victim, and you are twenty-six times more likely to be injured in a car crash than by an assault.

Regardless of the cause, no community wants *any* of these events to occur. Given Lafayette's limited funds, however, it is prudent to deploy resources where the risks are highest and where the money can make a meaningful difference. The numbers suggest that, despite the unpopularity of traffic tickets, the City's best strategy to prevent future deaths and debilitating injuries is to provide more and better enforcement. "Traffic collisions are not *accidents*," Chief Hubbard explains. "They are caused by people knowingly violating the Vehicle Code, and they often result in injury or death."

**Isn't It All About the Money?**

Some will no doubt surmise that the real reason for Lafayette's new motorcycles is to make money, but that's simply not true. The cost for the entire traffic enforcement program is about \$421,000 per year, but it generates just \$125,000 from fines because, on average, Lafayette receives only about \$40 for each citation written. The rest is used by the State to cover court operations, statewide records, and

court security. The net annual cost per officer, then, is about \$150,000. From a budget standpoint Lafayette's motorcycle traffic enforcement program is, therefore, a money loser and the City would be better off without it. But since the primary objective of the police department is to save lives and prevent injuries, it's worth doing.

**What Should Residents Do To Avoid Speeding Tickets?**

Lafayette's Police Department currently issues about 2,800 citations per year and, given their ability to patrol more streets and do it more effectively, the motorcycles will likely increase that total (despite what you may have heard or believe, there are no quotas for the number of citations issued in Lafayette). So, to be clear, starting July 1st, residents will see more traffic enforcement in more neighborhoods, and there will be more citations issued. The purpose of this newsletter article is to inform you about this change. Don't say you weren't warned! Avoiding an up-close and personal inspection of one of Lafayette's new motorcycles is easy to do: OBEY THE LAW and SLOW DOWN!



# MAKING LAFAYETTE BEAUTIFUL

Art in public places has become an increasingly popular tool that cities use to beautify city streets and enrich the community.

To establish the policies and procedures associated with, selecting, displaying and maintaining public art, the City Council recently appointed members to the Public Art Committee. The committee is composed of members that, by experience, training, education, occupation or avocation, have demonstrated knowledge of and interest in the visual arts.



Public Art Committee next to Ann Weber's sculpture "String of Pearls"  
First row (left to right): Sandra Wolfe, Paul Fillinger, Marcia Barrow Taylor;  
Second row: Dennis Mudgett, Tom Taneyhill, Susan Dannenfelser;  
Third row: Clay Jensen, Erling Horn. Not pictured: Connie English  
Photograph by Paul Fillinger

Members of the Committee are:

- Susan Dannenfelser – artist (tile, metal, stone wood) and art educator
- Connie English – artist (glass, sculpture, mosaics) and art educator
- Paul Fillinger – photographer
- Erling Horn – supporter of the arts and community volunteer
- Clay Jensen – artist (steel, bronze, painting) and art educator
- Dennis Mudgett – artist (painting) and art educator
- Tom Taneyhill – artist (painting and graphics) and art educator
- Marcia Barrow Taylor – artist (painting, fiber) and community volunteer
- Sandra Wolfe – collector and member of Oakland Museum, Museum of California Board of Trustees

The committee is currently displaying an exhibit at the Lafayette Library & Learning Center entitled "Who Is the Public Art Committee" with works by and from the Committee members.

Local artists who are interested in being considered for future exhibits at the Library should contact Ann Merideth at [amerideth@ci.lafayette.ca.us](mailto:amerideth@ci.lafayette.ca.us) for an application packet.

# STATUS OF DOWNTOWN SPECIFIC PLAN

The Planning Commission has been studying the Revised Draft Specific Plan since late 2009, and is now developing its recommendations to the City Council. The current schedule has the Commission completing its work in June and issuing a new Draft Specific Plan in early fall. The Commission will also make a recommendation on the certification of the Final Environmental Impact Report (EIR). The City Council will then take up the EIR and Specific Plan for final action in November. The goal is to complete the Specific Plan by the end of 2011.

All documents, including the Specific Plan, EIR, and the current work of the Planning Commission, are available for viewing on the City's home page at [www.lovelafayette.org](http://www.lovelafayette.org).

## Meet the new Senior Services Coordinator, Maureen Neumann

Maureen Neumann was born and raised in San Francisco, the daughter of an Irish-born father and a first-generation Irish-American mother. After obtaining a bachelor's degree in Journalism/Advertising from San Diego State University, she joined an advertising agency in San Francisco. She later entered the field of interior design and ran a small design business for fourteen years. Most recently, Maureen served as Community Relations Representative and Wellness Coordinator at Diablo Lodge Assisted Living in Danville.

Maureen has many interests and passions, foremost of which is Irish step dancing. She began taking lessons as a 5-year old, and her 'claim to fame' is having qualified to compete in the World Championship in Dublin, Ireland. She continued her Irish dancing throughout the years, and just recently hung up her dancing shoes.

She also loves gardening, snow skiing, outdoor activities, reading, cooking, antiques, entertaining, and spending time with family and friends.

Maureen has three children and lives in Danville with her husband, son, and miniature poodle. Her two grown children live in the Bay Area, which makes for frequent family get-togethers.

Her heart for seniors was developed during the years in which she helped care for her own aging parents. She is thrilled to join Lafayette Senior Services, where her passion for seniors will serve her well as she seeks to enrich the lives of our 'seasoned citizens'. Please stop by the Senior Services office at 500 St. Mary's Road, drop her a note at [mneumann@lovelafayette.org](mailto:mneumann@lovelafayette.org) or call 925-284-5050 to say hello to Maureen!





# BEHOLD, THE BLADE SIGN

Let's take a moment to appreciate the blade sign which, if you hadn't noticed, is making a nice little comeback in Lafayette. Blade signs are commercial signs attached to buildings that sit perpendicular rather than parallel to the street. They are small and often thin, like a blade, hence the name.

Fashionable in commercial districts of old, blade signs almost went extinct in post-fifties vehicle-dominated suburban developments, falling victim to the idea that in order to be seen from a moving car, signs needed to be bigger and spread across the wide apron of the building. The advent of the internally illuminated plastic "can sign" also contributed to the blade sign's demise.

But with the spring season now firmly upon us, this is a story of rebirth and renewal, and we're happy to note that as Lafayette's downtown has embraced a new pedestrianism over the last fifteen years, so too the elegant little blade sign has not only reappeared, but is making an argument for itself as a feature that distinguishes Lafayette from so many other downtowns. We particularly like the new arrow-ended sign at Design and Interiors, the pizza peels from which the Antica signs hang, and the neat little "open" sign that Susan Foord uses to tell her customers when it's OK to come in for a delicious meatloaf sandwich.



# UPGRADES DOWNTOWN

A much anticipated face-lift is coming to the west half of downtown Lafayette. Later this summer the City will refresh the streetscape along Mt. Diablo Boulevard between Oak Hill Road and Mt. View Drive. The City will also install a new sidewalk on Happy Valley Road between Mt. Diablo Boulevard and the BART station's southerly entrance. It's all part of a program to improve the safety and mobility of pedestrians and bicyclists in the downtown. And best of all, the City won a grant that will pay for a most of the cost!

The streetscape beautification will adhere to a master plan that was adopted for the whole downtown back in 1988. Over the years, segments of Mt. Diablo Boulevard have undergone renovations using this blueprint as properties redevelop.

Visitors to the downtown may have noticed the first change in the early 90s with the undergrounding of the overhead power lines that used to dominate the center medians. Instead of unsightly wires, trees and flowering shrubs now thrive alongside the colorful seasonal banners.

That was followed by the renovation of La Fiesta Square, which brought us Starbucks and Chow, and the construction of the Town Center retail and apartment complex near the BART station.

The new millennium saw the metamorphosis of Lafayette Plaza from a worn-out piece of lawn into the village green that today hosts the farmer's market, summer jazz, Rock the Plaza, and movie nights. Most recently, the Lafayette Mercantile arrived with its French bakery, men's clothier and seafood restaurant. The City's summer project will carry this momentum to the west end of the commercial core.

The most noticeable improvements will include new sidewalks — the current drab grey concrete will be upgraded to brick pavers that match recently renovated parts of Mt. Diablo Boulevard. Street intersections will be updated with standard curb ramps framed by landscape planters. Painted street crosswalks will be replaced with brick pavers. The new sidewalks will also have architectural streetlights matching the style that is already in the medians, as well as new benches, trash receptacles, and bicycle racks.

On Happy Valley Road, the City will install a new sidewalk on the west side of the road connecting the boulevard to the BART station. A new crosswalk with a state-of-the-art warning light system will take pedestrians across Happy Valley Road to BART.

In all, the entire project is estimated to cost over \$1.6 million, with the bulk of the money coming from a *Transportation for Livable Communities* grant distributed by the Contra Costa Transportation Authority. Work is expected to begin after Independence Day, with the goal of having an updated downtown complete just in time to kick off the Thanksgiving shopping season. Questions about the project can be sent to City Engineer Tony Coe at [TCoe@lovelafayette.org](mailto:TCoe@lovelafayette.org).



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## DO YOU BELIEVE IN MAGIC? WE DO!

**CELEBRATE THE MAGIC** with neighbors and friends and help support more hours at the Lafayette Library & Learning Center by attending this not-to-be-missed GALA event.

On 9.10.11 (September 10, 2011), take part in a festive and fun celebratory evening.

Local caterer, Spring Loaf, who wowed a sold-out crowd of 600 with their wonderfully creative food fare at our Opening GALA, will provide the evening's culinary delights. Festivities will also include music to dance to by Bay Area band Martini Straight Up along with the sparkle of magic and other surprises throughout!

Keep your eye out for additional information or contact Kathy Merchant at 283-6513 x 103

So, be sure to save the date....9.10.11!

**BELIEVE!**



## CELEBRATE THE MAGIC



September 10, 2011

## Summertime Rocks with Lafayette Recreation!

Summer camps are filling fast, so register now! Pick your favorite sports camps from basketball, soccer, hockey, lacrosse, gymnastics, golf, tennis or fencing. We have full & half-day camps including Spanish, Chess, Hip Hop Dance, Theater, Camp Green Thumb, Mad Science and Lego Engineering. Camp Awesome, filled with fun games, exciting activities & new shows runs throughout the summer. Purchasing the Awesome Card allows you to pick your Awesome days at camp. With Awesome Lunch Hour, you can pick two different half-day camps and spend your lunch with us. View the camp schedule and register online at [www.LafayetteRec.org](http://www.LafayetteRec.org) or call 925-284-2232.

City of Lafayette Recreation  
**SUMMER CAMPS**  
SUMMERTIME ROCKS

WITH LAFAYETTE REC!

Camp Awesome - Soccer - Cheerleading - Cooking  
Dance - Fencing - Jewelry Making - Theater - Lacrosse  
Mad Science - Spanish - Engineering - LEGOS - Golf  
Tennis - Critters N Clay - Music - Robotics - Hip Hop  
Game Design - Basketball - Chess - & MORE

284-2232 [www.LafayetteRec.org](http://www.LafayetteRec.org)

## CITY DIRECTORY

For Council Members call: 284-1968

### Council Members

Carl Anduri	<b>Mayor</b>
Carol Federighi	<b>Vice Mayor</b>
Brandt Andersson	<b>Council Member</b>
Mike Anderson	<b>Council Member</b>
Don Tatzin	<b>Council Member</b>

Messages to **all** Council Members:  
[cityhall@lovelafayette.org](mailto:cityhall@lovelafayette.org)

### Administration

<b>General Reception and</b>	<b>284-1968</b>
<b>Steven Falk, City Manager</b>	<b>Fax: 284-3169</b>
Tracy Robinson, Admin. Srv. Dir.	299-3227
Gonzalo Silva, Financial Srv. Mgr.	299-3213
Joanne Robbins, City Clerk	299-3210

### Community Development

Tony Coe, Engineering Srv. Mgr.	284-1951
Niroop Srivatsa, Planning Srv. Mgr.	284-1976
Ron Lefler, Public Works Srv. Mgr.	299-3214
P.W. Hotline (to report problems) 299-3259	

*If you observe illegal dumping in creeks & storm drains or accidental spills on roads, call Contra Costa Hazardous Materials Division 646-2286.*

### Lamorinda School Bus Program

Juliet Hansen, Program Mgr.	299-3216
	Or 299-3215

### Parks, Trails and Recreation 284-2232

Jennifer Russell, Director	
Senior Services	284-5050

### Police Services

Emergency: 24 Hours	911
Police Dispatch: 24 Hours	284-5010
Police Business Office:	283-3680

*Anonymous Tipline, Traffic Enforcement, Suggestions & LEARN (Laf. Emergency Action Response Network), 299-3232 X 2205*

<b>Fax</b>	<b>284-3169</b>
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<b>Address</b>	<b>3675 Mt. Diablo Blvd. #210 Lafayette, CA 94549</b>
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<b>Website</b>	<b><a href="http://www.ci.lafayette.ca.us">www.ci.lafayette.ca.us</a></b>
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**E-MAIL:** Council/staff members can be reached via e-mail using this address format:

**First Initial + Last Name @lovelafayette.org**

**Example: SFalk@lovelafayette.org**

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