



# Orinda

## Public Meetings

### City Council

Tuesday, Aug. 15, 6 p.m.  
Library Auditorium, Orinda Library  
26 Orinda Way, Orinda, CA 94563

### Planning Commission

Tuesday, July 25, 7 p.m.  
Special Joint Meeting with City Council  
Library Auditorium, Orinda Library  
26 Orinda Way, Orinda, CA 94563

### Citizens' Infrastructure

#### Oversight Commission

Wednesday, July 12, 6:30 p.m.  
Sarge Littlehale Community Room,  
22 Orinda Way, Orinda, CA 94563

Check online for agendas, meeting notes and announcements

#### City of Orinda:

www.cityoforinda.org  
Phone (925) 253-4200

#### Chamber of Commerce:

www.orindachamber.org

#### The Orinda Association:

www.orindaassociation.org

Share your thoughts, insights and opinions with your community.

Send a letter to the editor:  
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weekly.com

# Main Street America promotes a healthy vision for Orinda

By Sora O'Doherty

When Main Street America offered its final report to the Orinda city council, there were some surprises.

While the study found that Orindans tend to be older and richer than residents of other places and that Orinda's retail leakage is more of a hemorrhage than a dribble, the report suggests some novel approaches to development, such as making Orinda a health and fitness mecca.

Another surprise was that, after interviewing many residents from many different groups, The National Main Street Center concluded that, in general, most groups interviewed are in favor of multi-family residential housing as a "value add" to downtown, but concern remains around levels of density, building scale, impacts on parking, and whether community infrastructure could support additional residential growth.

The final report was presented to the city council by Matthew Wagner, Ph.D., Vice President of Revitalization Programs. Wagner emphasized that the process of downtown revitalization could be slow and incremental but still eventually successful. He did recommend that Orinda formalize a city-managed effort using city staff. The complete report can be read at <https://cityoforinda.box.com/s/ywaz9rr041e37d0ct7d-kykotsbeduxax>.

NMSC specifically focused on the market and how to competitively position downtown Orinda from a consumer and business mix perspective but their work in other respects aligned well with the study conducted by the Urban Land Institute (ULI). The NMSC also agreed with ULI's suggested downtown mission statement: "Orinda strives to provide excellent service in a fiscally responsible manner and to promote a safe, healthy and vibrant community."

After considering the strengths, weaknesses and threats to Orinda's downtown, NMSC recommended that the city strive to encourage health and wellness businesses, such as medical offices, alternative therapies, pharmacies and natural food and remedy purveyors, as well as sporting good/bicycle stores, gyms, and perhaps a hospital or urgent care facility. Also included in this would be healthy restaurants, and studios for yoga, martial arts or dance.

Such businesses can be encouraged, NMSC concluded, by a variety of activities, such as adding bike paths and bike racks in the commercial district, installing a way-finding system from outdoor attractions to downtown, signs and markers to create walking and running trails in and around the commercial district, or installing exercise equipment in a pocket park. NMSC also recommended activi-

ties such as meeting with the business owners and the managers of parks or recreational sites so they can understand and further hone the strategy to enhance sports and recreation attractions.

Another suggestion is that Orinda develop an event downtown that connects to regional recreational attractions, and gave as an example Steamboat Springs, Colorado, where they hold a winter carnival where some ski sports that normally take place on the mountains are brought downtown - including "ski joring," where a skier is pulled by a horse. Orinda could develop a brand identity that connects health and wellness to the district by, for example, holding a health fair, with healthy cooking demonstrations, physical activities, and opportunities to get screened for blood pressure and other health indicators. Working with restaurants to offer healthy options on their menus and help them to distribute the menus through other businesses that are part of the Health and Wellness cluster was also recommended, as was working with a local gym to run outdoor "boot camps" during warmer weather months.

NMSC also looked at the possibility of encouraging entrepreneurial businesses, including shared office spaces, drop-in spaces and supporting spaces such as cafes and bars or a brewery. Business might also be encouraged by of-

fering conveniences, such as groceries, restaurants, office supplies, daycare, dry cleaners, postal/pack-and-ship services, accounting and tax services, banking services, gas stations and hair care.

The report contains many alternative avenues upon which Orinda might achieve downtown development, listing the pros and cons of each. The following next steps are offered: adopt transformation strategies as market framework for downtown, examine and align on near term organizational structure focused on implementation of strategies, take a new group to visit California Main Street programs, or offer stakeholders Main Street 101 webinars. Orinda could also adopt a one year economic vitality workplan.

Paul Ugenti, owner of 25A Orinda Way, suggested that Orinda might be a center for venture capitalists in the East Bay. Ugenti expressed great enthusiasm for downtown development and urged the city council to involve the new business owners in the process. He himself volunteered for just about anything the council might ask of him. Aaran Schultz suggested that visuals are very important to people in Orinda, and Kathleen Jenkins said that housing is not Orinda's problem, but that downtown development should concentrate on serving the people who already live in the city.



### June 14 to July 1

- Alarms** 44
- Noise complaints** 1
- 911 Calls (includes hang-ups)** 3
- Traffic stops** 32
- Suspicious Circumstances** 10
- Suspicious Subjects** 11
- Suspicious Vehicles** 9
- Abandoned Vehicle**  
40 block Brookwood Rd.
- Animal cruelty**  
Europa Hofbrau
- Barking Dog**  
100 block Donna Maria Way  
50 block Miner Rd.
- Burglary, Residential**  
10 block Stanton Ct.
- Dependent child**  
Post Office
- Disturbance**  
Donald Dr./Hall Blvd. (2)  
80 block Donald Dr.
- Dispute**  
60 block Diablo View Dr.
- DUI**  
10 block Orinda Way  
20 block Moraga Way
- Fraud**  
200 block Camino Sobrante
- Health & Safety violation**  
Donald Dr./Hall Blvd.
- ID Theft**  
10 block Ivy Dr.  
30 block Valley Dr.
- Injury Accident**  
60 block Coral Dr.  
E Altarinda Dr./Orindawoods
- Missing Adult**  
10 block Ardor Dr.
- Missing Juvenile**  
10 block Camino del Cielo
- Promiscuous Shooting**  
10 block Monte Vista Rd.
- Reckless Driving**  
Camino Pablo/Camino Sobrante  
10 block Tumbling Brook Rd.  
Moraga Way/Glorietta Blvd. (2)  
San Pablo Creek/Miner Rd.  
Manzanita Rd/Camino Pablo  
Irwin Way/Orinda Way  
San Pablo Dam/Bear Creek Rd.  
Hwy 24/Camino Pablo
- Shoplift**  
Rite Aid
- Theft, Petty**  
50 block Bates Blvd.  
70 block Muth Dr.
- Theft, Vehicle**  
Camino Pablo/Brookwood Rd.
- Threats**  
10 block Overhill Ct.
- Trespass**  
Kite Hill Rd/Orindawoods  
100 block Camino Sobrante (2)  
Orinda Country Club  
El Ribero/Camino Sobrante
- Warrant Service/Arrest/Advise**  
Moraga Way/Glorietta Blvd.  
Safeway

# Taste of the World food trucks coming to Orinda

By Sora O'Doherty



- Food Truck
- Potential Game Area
- Performer/Stage Area
- Beer Truck
- Area Blocked Off By Cones
- Tables X4 (Seating for 6 Per Table)

Orindans will soon be able to enjoy a weekly food truck event involving seven food trucks from Taste of the World from 5 to 9 p.m. each Thursday Aug. 5 through Oct. 19 in front of the Orinda Community Center.

The trucks will include a desert truck and a beer and wine truck, with the remaining five rotating among TOW's other available trucks. TOW has trucks of its

own and contracts with 80 other food trucks. In addition to food, the event will include live music on a stage in front of the fountain on the library plaza and games in the plaza. There will be portable seating for 24 in the plaza in addition to existing seating there and in Orinda Community Park. The aim is to provide a family-friendly activity in downtown Orinda.

The food truck idea is enthusiastically supported by What's Up Downtown Orinda. At the July 5 Orinda City Council meeting Vice Mayor Amy Worth especially thanked Trudi Loscotoff for her efforts in contacting Taste of the World to bring them to Orinda. All members of the city council seemed enthusiastic about the idea of the food truck event; their only concern appeared to be deciding on the best night for the event in order

to assure its success. TOW began in Martinez and now does events in several East Bay cities including Pleasant Hill, Walnut Creek, Concord and at the Richmond Kaiser Permanente facility. Two managers will be present at each food truck event and the area will be thoroughly cleaned by TOW staff at the end of the event. TOW donates 10 percent of its profits to the Monument Crisis Center, and offered to donate to a different organization if preferred, but city council members said that they support the work done by the crisis center. TOW's slogan is "Taste international, support local," and the organization stated it is willing to partner with local establishments as well, which may ease concerns expressed by the executive director of the Orinda Chamber of Commerce, Sophie Braccini, who wrote to the city council hoping that the event won't be done at the expense of existing businesses.

# Orinda employees strike, citing 'bad faith negotiating'

By Sora O'Doherty

City of Orinda workers represented by Teamster Union 856 staged a two-day strike to protest what they see as unfair bargaining by the city.

About 20 out of the city's 38 current employees are members of the Teamster's Union. Negotiations for a new contract broke down, and the contract expired on June 30, although most of its provisions continue in force, according to Orinda Interim City Manager Steve Salomon. With no agreement at the last meeting and no further meetings scheduled, the union filed an unfair labor practices complaint with the Public Employees Relations Board, and notified the city on Thursday June 29 that there would be a strike on Monday and Tuesday, July 3 and 4, with workers returning to work on July 5.

According to the Teamsters, the strike was called to draw attention to the city's bad faith negotiating and to demonstrate that city management isn't above the law. "They've been arbitrarily refusing to negotiate with us over important topics," said Robbie Thompson, a maintenance worker for the City of Orinda. "We want to be treated with respect and the games they play in bargaining

are just plain unfair." Workers are hopeful that the city will heed the protest and cease and desist.

Salomon noted that one of the strike days was a holiday and the other was a work day. He estimated that four to five employees did not come in. Salomon expressed the

city's wishes that the employees and their union will return to the bargaining table and hopes that they will have a new agreement soon.

Union workers include city administrative staff, parks and recreation employees, workers in the engineering and planning depart-

ments, and civilian workers who respond to citizen requests in the City of Orinda Police Department. Although there are only 20 union employees currently, there are 23 positions covered by the union. However two are vacant and one employee is out on medical leave.



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