April Matthews

six lanes of traffic to get to school.







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## Tweaking Signal Timing

Waiting at the Springhill Road intersection may seem particularly lengthy, as motorists pause at the light to give young pedestrians, with the help of a crossing guard, time to cross

The study is slated to wrap up around the end of March with a report to the city council. City engineer Tony Coe made a point of managing expectations for the ability to improve the evening commute, cautioning that the main congestion feeder comes from the freeway, which is a CalTrans issue: "It's not under Lafayette's control."

Coe confirmed there will be a forum hosted by the Circulation Commission for the Pleasant Hill Road signal operations study to provide an opportunity for interested people to add their observations and solution suggestions before any work in the study begins. As of press time, the date had not been determined, but those interested can keep an eye on the city website for meeting details at www.lovelafayette.com.

#### **Design Review Open House Regarding Reliez Station Road Planned**

In related transportation news, there will be a design review open house for the proposed signals along Reliez Station Road later in January. A date was yet to be determined as of press time.

Also the proposed roundabout design at the intersection of Pleasant Hill Road and Olympic Boulevard will go back to the Circulation Commission to resolve mainly bike operations-related comments. See the city website, www.lovelafayette.com, for meeting information. To see a video simulation of the roundabout in action, go to the city website, click on "Hot Topics" then click on Reliez Station Road/Olympic Corridor Improvements.

## Lamorinda Weekly Publishers

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Then we realized it was burning everybody out, our costs were going up, the paper was getting too thick. People couldn't read it all. We made a hard decision to limit it to 36 pages. We had to say no to some advertisers. It saved us from going insane."

It also preserved their main customer base: readers. "In a community newspaper, we don't report on national news. If we don't get local people to read it, the advertisers will realize there's no value in the paper," says Andy. "That's why we focus on the reader."

During a time when Wake battled breast cancer, she remembers being rejuvenated by silly staff meeting photos sent by Andy with everyone wearing Hawaiian leis and holding encouraging signs. "It helped me get through it. It's like that with Andy and Wendy. People first."

In the end, what takes a 16-page paper and builds it into a 36-page biweekly that reports local stories that range from critical governance and development news to swim meet scores to gardening and homes is a belief in intensity and quality, not size. "There is a long list, a history of people who have grown their companies and changed their characters. We don't want to be on that list," Andy says.

Instead, "continued trust" are the operative words and the future dream. Oh that, and maybe a vacation longer than one week during their 10th anniversary as owners and publishers of The Lamorinda Weekly.

For an archival run up of the paper's early history, visit Milestones: http://www.lamorindaweekly.com/arc hive/issue0601/Lamorinda-Weekly-Milestones.html

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Best wishes to our families, friends and neighbors for a happy, healthy and peaceful 2016.



Your Village Associates:

Front Row (L-R): Dexter Honens II, Lynda Snell, Joan Evans, Tara Rochlin, Christine Clark, Caitlin McNally, Carol Stevenson, Ann Ward, Linda Ehrich, Patricia Battersby, April Matthews, Ashley Battersby, Judy Schoenrock

Middle Row (L-R): Linda Friedman, Molly Smith, Sue Olsen, Amy Rose Smith, Angie Traxinger, Jenny Lyons Wilhite, Jaime Roder, Joan Eggers, Anne Knight,

Back Row (L-R): Ignacio Vega, Ben Olsen, Altie Schmitt, Charles Levine, Marianne Greene, Clark Thompson, Dan Weil, Erin Martin, Sue Layng, Art Lehman Not Pictured: Joan Cleveland, Karen Murphy, Ann Sharf, Jeff Snell, Terri Bates Walker and Margaret Zucker



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