



# Insight

SPRING 2009

A NEWSLETTER FOR THE CONCORD BUSINESS COMMUNITY

*Economic Insight* is a newsletter for the Concord business community. It is published by the City of Concord's Economic Development Program. Each issue is designed to provide current information on developments and events in Concord that affect the business community.

This issue includes articles from our energy partners and information about Contra Costa County's Green Business Program and our 'green' businesses.

## In this Issue of *Economic Insight*:

*Letter from the City Manager* ..... Page 1, 4

*Contra Costa County's Green Business Program* ..... Page 2

*PG&E's Energy Efficiency Campaign* ..... Page 2

*Concord's Certified Green Businesses* ..... Page 3

*CCWD Downtown Water Pipe Project* ..... Page 3

## Letter from the City Manager

**Dear Concord Businesses,**

The global economic recession has hit local economies throughout California ... and Concord is no exception. Currently, we are seeing declines in almost every economic indicator, from retail to office. City revenues have declined in all major revenue categories, so that the City now faces a budget shortfall of \$18.1 million over the next two years.

I want to acknowledge how tough it is for local businesses right now, and to be open and honest about the coming year – which will continue to be tough, even as we move closer to recovery. But at the same time, we see several reasons to be optimistic:

***The City of Concord is taking decisive action to address its budget issues.*** Our strategy includes: making \$4 million in immediate, mid-year budget cuts; making strategic use of the City's budget reserves; planning for significant budget cuts over the next three years; and adopting a 10-year budget plan that avoids a structural deficit. To move forward with our budget efforts, we need your help: We need input from Concord businesses and residents in order to come up with a complete budget strategy that keeps Concord fiscally sound in the long term. To participate, please come out to one of the upcoming budget meetings this spring.

***Concord is in an excellent position to ride out the current economic crisis.*** Concord has one of the most convenient locations in the Bay Area, with a large, diverse, and stable office and industrial base – with lease rates approximately 30% cheaper than competing cities.

***Many national retailers have recently confirmed their confidence in Concord.*** On one hand, many national retail chains are closing stores



*Daniel Keen  
City Manager  
City of Concord*

See **City Manager** page 4

# Contra Costa County's Green Business Program

The Green Business Program of Contra Costa County assists, recognizes, and promotes businesses that operate in a more environmentally responsible way through certification. Nearly 400 businesses in the county have been certified as "Green" since 1998, and 50 (12.5%) of those businesses are located in Concord. Today's Green Business community includes schools, restaurants, retailers, law offices, roofers, printers, consultants, and many others. A full listing of the county's certified green businesses can be seen at: [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov).

The process to become certified is relatively simple. It starts with the business completing a check list that identifies its current environmental practices. The business owner then meets with a conservation expert to verify the items that would need to



be improved in order to qualify as a "green" business. PG&E and the Contra Costa Water District can provide financial incentives (rebates) for a number of improvements.

Once a business is certified, it can use the Green Business logo in marketing materials to inform potential customers of its commitment to being green. Other marketing benefits include recognition by the Contra Costa County Board of

Supervisors around Earth Day, a window decal, a listing in both the program's web site and in hard copy directories that are distributed at various community events, and access to the program's green marketing materials. Other important benefits of this program include potential cost savings, increased operational efficiencies, improved employee morale and workplace health, and a cleaner environment for the entire community. The business is also viewed as an environmental leader in the community.

The process to become certified is free. To request an application or to obtain additional information, please go to: [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov), or contact Contra Costa County's Claudia Pingatore at (925) 646-2286 or [CPingatore@hsd.cccounty.us](mailto:CPingatore@hsd.cccounty.us). ♦

## PG&E's Energy Efficiency Campaign

Pacific Gas and Electric Company (PG&E), in partnership with the East Bay Energy Watch Smart Lights Program, embarked on a Business Community Outreach Energy Efficiency campaign in Concord in April 2008 on Earth Day. This campaign focused on improving energy efficiency and reducing the energy costs of Concord businesses through the direct installation of "no cost" and "low cost" energy efficiency measures such as lighting, refrigeration, food service appliances, and certain HVAC testing.

This campaign was adopted by the Concord City Council as one of a number of recommendations by the 2007 Green Ribbon Task Force, which was formed to develop guiding principles to improve Concord's environment through a variety of actions including energy efficiency.

PG&E staff went "door to door" throughout Concord's business districts explaining the importance of participating in these energy efficiency programs. Their efforts influenced nearly 500 business customers to have "investment grade" audits conducted by the Smart Lights Program. More than 800 compact fluorescent fixtures were installed along with 221 lighting and refrigeration upgrade projects. The overall goal of this project was to save the equivalent of 500kW of generation, 3,000,000 kWh of energy, or over 2,000 metric tons of CO<sub>2</sub>.

PG&E is a national leader in assisting customers to use energy efficiency as a cost-effective way of reducing their energy bills and reducing greenhouse gas emissions. Over the last 30 years, PG&E's energy efficiency programs have reduced or prevented more than 125 million tons



*Martin Bond and Jacqueline Clarke from PG&E installing energy efficient lights in a local business.*

of carbon from being emitted into the atmosphere, helped to eliminate the need to build 24 new power plants in California, and reduced its customers' energy bills by nearly \$10 billion. If you would like an energy audit for your business, please contact PG&E's Jacqueline Clarke at 925-459-8067. ♦

# Downtown Water Pipe Project Underway

The Contra Costa Water District is currently replacing the underground water pipes in downtown Concord. The existing pipes are 65 to 75 years old and must be replaced to ensure the reliability of the downtown district's water service, and to prevent disruptive pipeline breaks and unplanned repairs. The new pipes will be serviceable for 75 to 100 years.

Every effort is being made to minimize disruptions to the downtown, its businesses and residents, while work is underway. The project started in January, and is scheduled for completion

by June 2009. A significant amount of the work will take place at night in order to reduce traffic and business interruptions. Streets are being swept daily, and measures are taken to control dust and noise during construction.

The \$1.5 million project will replace nearly 5,500 feet of pipeline on Willow Pass Road, Concord Boulevard, Galindo Street and Grant Street.

In addition, water service hook ups along a 1,400-foot length of Willow Pass Road will be switched from an old pipeline to a newer, more reliable

one that is already in place under the road. Daytime work hours are 8 a.m. to 7 p.m. on Concord Boulevard and most of Grant Street. Nighttime work hours are 10 p.m. to 6 a.m. on Galindo Street, Willow Pass Road and a portion of Grant Street between Willow Pass Road and Concord Boulevard.

For more information about the project or to receive project updates by e-mail, contact Gina Oltman at [goltman@ccwater.com](mailto:goltman@ccwater.com) or (925) 688-8010. Information about the project is also available at [www.cewater.com](http://www.cewater.com). ♦

# Concord's Certified "Green Businesses"

The City of Concord is a "Certified Green Business" as part of Contra Costa County's Green Business Program. There are approximately 50 businesses in Concord that have enrolled in this program and received certification. This certification from the county indicates that the business operates on a regular basis in an environmentally-friendly and safe manner, and is continuously taking action to reduce waste, conserve energy and water, and prevent pollution.

The City of Concord would like to encourage more businesses to become certified through this program as it decreases waste, improves energy efficiency, helps the environment and saves money for the business! Concord companies that have been certified by the Contra Costa County Green Business Program as "Green Businesses" are listed at right.

## Concord Green Businesses (As of February 2009)

Company	Mailing Address	Zip	Phone
AA Automotive Repair	2170 Market Street	94520	(925) 676-7601
Advanced Office Systems	4060 Pike Lane	94520	(925) 687-3100
Allied Landscape Services	1647 Willow Pass #355	94520	(925) 280-0160
Apex Aviation	1450 Sally Ride Drive	94520	(925) 682-7911
Auto Electric & Fuel	2655B Monument Blvd.	94520	(925) 680-2888
Autos International	2201 Commerce Avenue	94520	(925) 676-0440
Big Air Heating & AC	1000 Detroit Av #U	94518	(925) 687-7942
Bill's Ace Hardware	4451 Clayton Road	94521	(925) 825-4100
Bill's Ace Hardware	3375 Port Chicago Highway	94520	(925) 726-0333
BMW Concord	1967 Market Street	94520	(925) 682-3577
C & T Publishing	1651 Challenge Drive	94520	(925) 677-0377
Chimes Printing	1038 Shary Circle	94518	(925) 603-1060
Concord City Hall	1950 Parkside Drive	94519	(925) 671-3394
Concord Fleet Services	2360 Bisso Lane	94520	(925) 671-3147
Concord Parks Division	1455 Gasoline Alley	94520	(925) 671-3408
Concord Printing Services	2730 Parkside Circle	94519	(925) 671-3298
Concord Toyota	1090 Concord Av.	94520	(925) 682-7131
Contra Costa Water District	1331 Concord Avenue	94520	(925) 688-8234
D & H Enterprises	2689 Monument Blvd.	94520	(925) 356-0683
D.C. Taylor Co.	5060 Forni Dr., Suite B	94520	(925) 603-1100
Diablo Transmission	1410C Concord Av	94520	(925) 685-3575
Eurest Dining Services	2000 Clayton Road	94520	(925) 675-5050
Four Corners Union 76	2025 Monument Blvd.	94519	(925) 682-3142
Galaxy Press	1300 Galaxy Way #3	94520	(925) 798-3212
J & S Equipment	1776 Arnold Industrial Way	94520	(925) 686-0471
Johnny's Automotive Service	2655 Monument Blvd., #D	94520	(925) 682-4762
Levy Zax Construction	1870 Arnold Industrial Pl #1025	94520	(925) 588-5786
Light Energy Systems	965 D Detroit Avenue	94518	(925) 680-4343
Mechanics Bank	1170 Concord Avenue	94520	(925) 603-9007
Mekatron	1771 Concord Avenue	94520	(925) 687-8300
Niello Infiniti	1001 Burnett Av	94520	(925) 676-0200
NuWest Textile Group	1990 Olivera Road #C	94521	(925) 676-1414
OVISO Manufacturing	4021 Pike Lane	94520	(925) 363-1114
R.E.I.	1975 Diamond Blvd.#B-100	94520	(925) 825-9400
Roofmax	1940 C Olivera Road	94520	(925) 685-4151
RyNck Tire & Auto Center	5288-A Clayton Road	94521	(925) 363-5900
Shaw Environmental	4005 Port Chicago Hwy	94520	(925) 288-2263
Supervisor Susan Bonilla's Office	2151 Salvio St, Suite R	94520	(925) 521-7105
Tara Natural Medicine	2342 Almond Avenue	94520	(925) 602-0582
The Center for Health Design	1850 Gateway Blvd #1083	94520	(925) 521-9404
The Happy Gardener	P.O. Box 27971	94527	(925) 680-4544
The Tire Store & More	2655 Monument Blvd.	94520	(925) 687-7443
Tressel Communications	3122 Esperanza Drive	94519	(925) 798-9421
Tri-Valley Cleaning Services	2841 Atlantic Street	94518	(925) 286-3081
Trader Joe's	785 Oak Grove Road	94518	(925) 521-1134
Trader Joe's	1150 Concord Avenue	94520	(925) 689-2990
Vet. Medical Specialists	1410 Monument Blvd. #110	94520	(925) 771-1180
Vet. Surgical Associates	1410 Monument Blvd. #110	94520	(925) 827-1777
Warner Transmissions	1112 Erickson Road	94520	(925) 689-4487
Zippy Pro Handyman Service	1069 Shary Circle, Suite A	94518	(925) 674-8000



City of Concord  
 Economic Development  
 1950 Parkside Dr., MS/1B  
 Concord, CA 94519-2578

**City Manager** from page 1

nationwide and this may impact Concord. But many retailers (notably Macy’s, Ross, Costco, Lowe’s, etc.) have concluded that Concord is still very attractive and strong for the long term. These retailers have continued with plans to invest and expand in Concord.

**Economic Development remains a top priority for Concord.** Even as the city makes tough budget cuts, we are still offering the same commitment to excellent customer service for businesses. We will continue to be aggressive in attracting new businesses, and to offer a range of services for our existing businesses, including: permit assistance, ombudsman services, marketing efforts, the Downtown Façade Improvement Program, and our “Cash-in-on-Concord” seminars for small businesses. We are also partnering with the Chamber of Commerce on several initiatives to support local businesses.

If you have any business issues that you wish to discuss with us, please contact Alex Greenwood, Economic Development Manager, at (925) 671-3186 or at alex.greenwood@ci.concord.ca.us. You can also visit our website, www.cityofconcord.org, for more information about how we can potentially assist your business.

Sincerely,

Daniel Keen  
 City Manager  
 City of Concord

## Need an Answer?

[www.cityofconcord.org](http://www.cityofconcord.org)  
[www.concordfirst.com](http://www.concordfirst.com)

Economic Development Program....(800) 727-2254  
 John Montag ... Redevelopment & Housing Manager  
 johnm@ci.concord.ca.us  
 Alex Greenwood ..... Economic Development Manager  
 alex.greenwood@ci.concord.ca.us  
 Joyce Davidson Seitz..... *Economic Insight* Editor  
 Economic Development Specialist  
 joyce.seitz@ci.concord.ca.us

**CONTACTS**

Business License\* .....(925) 671-3307  
 Flood Zone Inquiries .....(925) 671-3425  
 Graffiti Hotline ..... (925) 671-3080  
 Permit Center ..... (925) 671-3454  
 Planning Department .....(925) 671-3152  
 Potholes .....(925) 671-3228  
 Police Headquarters  
 General Information .....(925) 671-3232  
 Redevelopment Agency.....(925) 671-3355  
 Street Trees ..... (925) 671-3444

\*application is available on website above

**CITY COUNCIL**

Laura M. Hoffmeister ..... Mayor  
 Guy S. Bjerke ..... Vice Mayor  
 Helen M. Allen ..... Councilmember  
 Mark A. Peterson ..... Councilmember  
 William D. Shinn ..... Councilmember

Mary Rae Lehman ..... City Clerk  
 Thomas Wentling ..... City Treasurer

Daniel E. Keen ..... City Manager