



Discover WestCovina

THE OFFICIAL NEWSLETTER OF WEST COVINA

March 2009

A monthly publication provided for residents by the City of West Covina



WWW.WESTCOVINA.ORG

City Manager's Office

Something Sweet Coming to Westfield

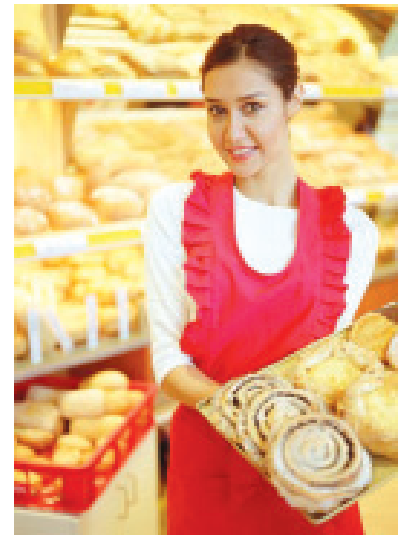
Westfield West Covina is welcoming two pastry shops to its list of delectable specialty food shops in the mall. If you have a sweet tooth or have pastry needs for an upcoming event, make sure to visit Cinnabon and Red Ribbon Bakeshop.

The dearly missed Cinnabon will soon be serving those delightfully warm, cinnamon-infused, cream cheese-covered bundles of joy at a new kiosk location. Because of the Macy's expansion at the former Robinsons-May space, Westfield had to relocate Cinnabon to its new location on the second floor across from the food court.

West Covina's new Cinnabon is expected to start serving its delicious pastries in March.

Red Ribbon Bakeshop offers a wide assortment of fresh premade cakes, custom cakes for any occasion, breads and pastries. Red Ribbon currently operates a bakeshop at 1525 Amar Road in the Seafood City Plaza retail center.

Red Ribbon Bakeshop will open a second location in West Covina. The new Red Ribbon Bakeshop is slated to open its doors on the second floor of the mall adjacent to the food court the first week of March.



.....

West Covina's 'Low Cost' Rating Encourages Business Growth

The 14th Annual Kosmont-Rose Institute Cost of Doing Business Survey has once again ranked the City of West Covina as a "Low Cost" city.

The Rose Institute of State and Local Government at Claremont McKenna College conducts the survey once a year to examine the numerous types of taxes and fees cities impose on businesses and the impact they have on business operations.

Business owners utilize the survey as a tool to compare costs of doing business among cities when making comprehensive and strategic decisions on where to locate or expand. A "Low Cost" rating positions West Covina as a highly attractive location for businesses.

Compared to the cities surveyed throughout the nation, California cities have been more expensive, and Los Angeles County has been one of the most expensive counties. A total of 166 cities were surveyed in Southern California, 71 of which are located in Los Angeles County. Among the most populated cities surveyed in the county, West Covina is one of three to have a "Low Cost" ranking.

West Covina's pro-business attitude has helped maintain a "Low Cost" rating. The City believes in providing top-quality customer service and works closely with the business community. West Covina's "can do" positive attitude toward business is one of the essential elements that make West Covina so successful.

West Covina Seeks Applications for Walk of Fame

The City of West Covina announces the start of the application period for the West Covina Walk of Fame at the Big League Dreams Sportsplex. The deadline for applications is **June 1, 2009**.



The Walk of Fame was established to honor West Covina athletes, coaches and sport group volunteers who have made significant contributions to make West Covina a better place to live, work and play. The Walk of Fame includes bronze plaques that are inserted into the concrete walkways that transverse the Big League Dreams facility.

Nominations are being considered for individuals who are current or past participants in any athletic program (i.e. baseball, softball, golf, football, track and field, etc.) as an athlete, coach or volunteer.

Nominees must have represented West Covina in local, collegiate, national and/or international competition as well as volunteered their time to better the sports community for fans and players of all ages to enjoy. Nominees must have exhibited high ethical standards in their respective athletic fields.

Of those nominations received, the Walk of Fame Committee will evaluate and select the top candidates to be honored at a dedication ceremony later this year.

This past November, the inaugural class of the West Covina Walk of Fame was honored at a dedication ceremony. Honorees included Rick Aguilera, Tom Brunansky, Jim Gonsalves, Mike Powell, Gary Roenicke and Ron Roenicke.

For a copy of the "Walk of Fame" application, visit the City of West Covina's Web site at <http://www.westcovina.org/council/Walk-of-Fame-Application.pdf>.

Farmers Market Brings Fresh Produce to West Covina

Every Saturday, the West Covina Farmers Market offers a seasonal variety of fresh fruits and vegetables, hummus, fresh bakery goods, kettle corn, tacos, tamales and Sweet Lou's specially blended spices. An Asian selection of vegetables is available every other week.



The Farmers Market has recently relocated to the parking lot between Margarita Jones Mexican Restaurant and Firestone Tire and Service Center at 1035 West Covina Parkway. The public is invited to the Farmers Market every Saturday from 8 a.m. to 1 p.m.



All fruits and vegetables available at the Farmers Market are grown in California, said Manager Roger Evans. They contain no preservatives or harmful pesticides, and they are grown with safe fertilizers, as regulated by the State of California.

The Farmers Market also hosts arts and crafts booths, which offer handmade aprons, blankets, crochet goods, jewelry, gift baskets and fresh-cut flowers.

For more information about the Farmers Market, call the West Covina Chamber at (626) 338-8496.

Financial Tips to Help During Tough Financial Times

In these tough times, every little bit helps. These tips can help you save money on your household's bills:

- **Reduce the temperature setting on your water heater.** Most of us have our water heaters dialed in at a scalding temperature, and we have to turn up the cold water to keep from burning ourselves. You may not have realized it before, but you are paying to keep that water heated 24 hours a day to a temperature that is hotter than you need. Turn it down and save yourself the money – this act is one of those effortless budget cuts that actually pays you back quite a bit. Expect a 5 percent drop in energy consumption from

your water heater for every 10 degrees you drop it. A lot of people have their water heaters set at 150F or higher for no reason; try it at 120F and you'll see the difference. It won't affect your shower, but it will affect your wallet.

- **Divide your credit card payments.** Instead of paying \$200 once a month, pay \$100 twice a month. Since the finance charges are based on your average daily balance, you will reduce your monthly finance charge without paying any more than you already do. Dividing your credit card payments requires a bit more involvement than most effortless budget cuts do, but not too much.

- **Raise your car insurance deductibles.** The idea behind a lower deductible is to keep from going into debt if you have an accident, but most people realize that they end up paying much more in premium payments than they would in paying a higher deductible. So, if you have an emergency fund and could pay a higher deductible in cash if you needed to, then you should consider raising your deductible to save money each month. If, on the other hand, you don't keep an emergency fund, you've been in many wrecks or you live in an area that receives a lot of snow or is more conducive in some way to car accidents, this is probably not a good idea for you.

- **Review your phone plans.** Do you still use your home telephone or do you just keep it around because you're accustomed to it? If everyone in your household has a cellular phone, then consider dropping the landline and save yourself the monthly payment. When is the last time you looked at your cellular plan? We're not going to tell you to try to talk less or watch your minutes (that is painful), but look at your statement or call your company to find out what your average usage is per month. Could you use a less expensive plan based on your monthly average? If you can, make the change and save yourself the extra money.

- **Buy generic prescriptions and food.** If you haven't started using generic drugs, you need to start right away. You'll get the same drug for a fraction of the cost. According to the National Association of Chain Drug Stores, the average retail price of a generic prescription drug purchase in 2006 was \$32.23, while brand-name drugs went for an average of \$111.02. The same idea can be applied to food. Don't be afraid to buy the knockoff items in your local grocery store. Most of the time, generic food products are produced and packaged at the same facility and just receive different labels. Because off-brand companies typically do not advertise, their production costs are cheaper. These effortless budget cuts could save you upward of 25 percent on your bill.

- **Disconnect electronic devices when not in use.** You have probably heard that electronic devices continue to suck energy after you've turned them off if you leave them plugged in. You can save a lot of money by unplugging your electronic devices when you are not using them. This does require some effort, but the easiest way to do this is to use power strips, so you can unplug multiple devices with one plug. It might sound like a hassle, but doing it will cut down your power bill substantially. The Organization for Economic Co-operation and Development estimates that standby power accounts for 3 percent to 4 percent of residential electricity use. The average American household uses 920 kwh per month, which means that the average American household could shave off nearly 40 kwh per month by disconnecting devices when not in use.

City Clerk's Office

City Council Action Summary - Feb. 17, 2009

<http://www.westcovina.org/council/agenda/090217.html>

- Rejected all bids for Maintenance Contract for Heating, Ventilation, and Air Conditioning Equipment at 23 City Locations. Authorized staff to continue its current service contract on a month-to-month basis with Allison Mechanical, the current vendor, at a negotiated cost of \$9,000 per month. This extension shall use existing available funding, and be for a period of three to six months.
- Authorized appropriation of private grant in the amount of \$2,000 from Target Corporation to the West Covina Police Department to be used for supplies and software to aid the investigation of computer-based crimes.

City Council Action Summary - Feb. 10, 2009

<http://www.westcovina.org/council/agenda/090210.html>

- Adopted an ordinance amending Section 22-132 of the Municipal Code relating to decreases of state law maximum speeds. This ordinance will allow the City to enforce the state's maximum speed limit of 25 miles per hour on Montezuma Way from Sandy Hill Drive to Citrus Street, and will become effective 30 days after adoption on March 5, 2009.
 - Authorized staff to submit a list of City projects to the federal representatives serving the City of West Covina for possible federal funding consideration.
 - Received and filed the 2008/09 Fiscal Year Mid-Year Budget Update report.
-

Apply for Your Passport at City Hall

U.S. passport application services are available at the West Covina City Clerk's Office, Third Floor, Room 317, at City Hall.

Passport applications are accepted Monday through Thursday from 9 a.m. to 4 p.m.

Here is what you need to bring:

- Original proof of U.S. citizenship
- Valid proof of identity
- Two recent color passport-size photographs
- Passport application (DO NOT SIGN)
- Fees (payable by check or money order ONLY)

Applicants under age 16 have additional requirements.

For detailed application information, go to the City Clerk's Office, call the West Covina passport information line at (626) 939-8744, or visit the Web sites www.westcovina.org or www.travel.state.gov.



Community Services Department

Shadow Oak Park Community Center

2121 E. Shadow Oak Drive, West Covina • (626) 965-0328

Shadow Oak Park Community Center offers a variety of classes and programs for youth, teens and adults. The public may rent the center for private banquets, birthday parties and wedding receptions. Call the center for more information.

New dedicated office hours are Monday through Friday from 9 a.m. to 1 p.m. Drop in to meet the staff, check out the recreation programs and services, or register for recreation classes. For more information, contact Adrian Reynosa at (626) 965-0328.

Public Works Department

Report Bees to City Maintenance Division

On Jan. 29, a West Covina resident called the City with a report of a large beehive in a tree at the resident's home. The resident had called several departments for assistance with removal of the beehive and received no help.

Upon arriving at this address, the City employee responding to the call discovered that the tree had been thoroughly "foamed," causing the bees to become extremely agitated. This could have caused bodily injury to the City employee who responded or to other residents in the area.



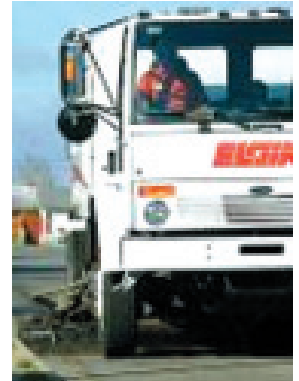
If you have any concerns or requests regarding bee removal, contact the Maintenance Division at (626) 939-8458. The City will handle the removal of the bees and/or the necessary pest-control company will be called. Thank you for your cooperation with this matter.

Don't Forget to Move Your Vehicles on Street Sweeping Day

Sweeping city streets is an important part of keeping the streets clean from debris and preventing pollutants from entering the storm drain and eventually ending up in the river basin that washes out to the ocean.

The City contracts Nationwide Environmental Sweeping Company to sweep its 420 miles of streets. Residential streets are swept twice a month. Major arterial streets are swept twice a week, and alleys are swept once a month.

Street sweeping is coordinated with the trash collection. Streets are swept the day following trash day, and if the trash collection day is Friday, the streets are swept on Monday. If there is a holiday during the week, both the trash collection and street sweeping are pushed back a day.



Residents are encouraged to keep the curb area in front of their homes free from obstacles and parked cars during the days of scheduled street sweeping.

If your street does not have a street sweeping sign reminding residents not to park, call the City's Public Works Department and they will get one posted for your street.

For additional information or if you have any concerns regarding street sweeping, call the Maintenance Division of the Public Works Department at (626) 939-8458.

**DRUNK DRIVING KILLS
REPORT DRUNK DRIVING
CALL 911**

GRAFFITI HOTLINE 
(626) 939-8800
THANK YOU FOR KEEPING WEST COVINA BEAUTIFUL!

 **WEST COVINA
CITY COUNCIL**

Mayor: Roger Hernández
Mayor Pro Tem: Shelley Sanderson
Councilmember: Steve Herfert
Councilmember: Sherri Lane
Councilmember: Mike Touhey