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The City of El Centro Ordinance has been updated to reflect new NO SMOKING restrictions in public transit facilities which became effective July 20, 2017. The new El Centro ordinance prohibits smoking within twenty-five feet of a transit facility. Signage has been installed at the El Centro Regional Bus Transfer Facility located at 7th Street and State Street. Decals advising of the new requirement will be placed at every bus stop in El Centro in the next month.

**Smoking Ordinance**

Ross Avenue was recently rehabilitated between 3rd Street and Dogwood Avenue through two projects. The first between 3rd Street and Fairfield Avenue, included $506,000 in federal grant funds obtained by the Public Works Department and $132,000 in local Measure D sales tax funds. The second phase between Fairfield and Dogwood Avenue was purely funded by local Measure D funds at a cost of approximately $650,000. By timing both projects next to each other, and leveraging funding sources, City Public Works was able to complete the rehabilitation of Ross Avenue in this segment at an investment cost of 1.28 million dollars.

**Ross Avenue Improvements**

The City of El Centro Ordinance has been updated to reflect new NO SMOKING restrictions in public transit facilities which became effective July 20, 2017. The new El Centro ordinance prohibits smoking within twenty-five feet of a transit facility. Signage has been installed at the El Centro Regional Bus Transfer Facility located at 7th Street and State Street. Decals advising of the new requirement will be placed at every bus stop in El Centro in the next month.
The 8th Street improvements project spans roughly between Aurora Avenue by Bucklin Park all the way north to Rose Avenue, by McKinley Elementary. The project constructed sidewalks, ADA corner ramps, installed bike lanes and performed maintenance on 8th Street between Aurora Avenue and Adams Avenue. It also installed high visibility cross walks to help promote safety at school crossings. The project was managed by the El Centro Public Works Department – Engineering Division.

The project was funded by over $700,000 in Active Transportation Program (ATP) funding and $600,000 in Local Measure D funding for a total investment of 1.3 million dollars. The ATP program is a State wide competitive grant program, and El Centro was the only recipient in the county on that particular grant cycle. The grant application was submitted in a joint effort between Engineering Division Staff and Community Development Staff. The state ATP program aims to promote active modes of transportation such as walking and biking. The 8th Street project is a prime example of how state wide goals have been implemented at a local level to promote the safety and mobility of our residents.
Large Scale Enforcement

On Thursday, June 1, 2017, the El Centro Police Department conducted a large scale enforcement detail throughout the city. This was made possible through a collaborative effort and with the support of the following agencies: Alcohol Tobacco and Firearms, California Department of Corrections and Rehabilitation, California Highway Patrol, Imperial County District Attorney’s Office, Imperial County Probation Department, Imperial County Sheriff Correctional Facility, Homeland Security Investigations, and the United States Marshal Service.

Over the course of eight hours approximately 50 law enforcement officers and agents took to the streets of El Centro in an attempt to identify and thwart criminal conduct. Special focus was placed in the downtown area, Adams Avenue, 4th Street and the Imperial Avenue business loop. Officers were also tasked with apprehending individuals with outstanding arrest warrants, addressing vagrancy and quality of life issues, and contacting sex registrants who were not in compliance with their required reporting.

The efforts culminated in officers contacting 79 individuals and arresting an additional 35. Criminal charges will be filed with the Imperial County District Attorney’s office on the 35 arrestees. These charges range from drug violations to arrest warrants and violations of probation.

The El Centro Police Department is dedicated to serve the citizens of our community. The results were made possible through our partnerships within the law enforcement community. This should serve as a stern warning for those individuals who are considering committing a crime in our city.

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<td>Field Interviews</td>
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<td>Narcotics Seizures</td>
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Community Services

The City of El Centro Community Services Department is preparing the fall program that will include fun, physical and homework studies programs.

Stepping Stone Program
Open to kids 0-5 years of age. Program provides sensory play, crafts, games, sports activities, music and reading. Program will be held at the Conrad Harrison Gym from 12:30pm-2:00pm Monday through Wednesday. Registration is now open. Program starts September 5th.

Half Pint
Open to kids 3-6 years of age. Program provides homework studies, arts, crafts and physical exercise each month. A snack will be provided each day. Program will be held at the El Centro Community Center from 2:30pm-5:30pm. Registration is now open. Program starts September 5th.

KIDS program
Open to children 7-13 years of age. Program provides homework studies, indoor soccer games and craft activities. Program will be held at the Conrad Harrison Gym from 2:30 to 5:30 pm. Registration is now open. Program starts September 5th.

NFL Flag Football
Program registration will begin September 18th at the MLK/Pavilion. Open to NFL Flag Football athletes ages 5 to 14 years of age. Games will be played at Stark Field.

National Youth Project Using Mini-Bikes
Program is open to youth 10-15 years of age. Program provides mini-bike safety, tool identification and survival skills. Recruitment starts September 5th. For more information contact the NYPUM staff at 760-337-4556

Christmas Tree Lighting
Come and enjoy a night of Christmas music, hot chocolate, crafts, and a visit from Santa Claus on Friday, December 1, 2017. Vendor applications are available at the El Centro Community Center. For more information contact the Recreation office at 760-337-4555.
Summer Program 2017 Review:
The Aquatics Division was pretty busy this summer providing over 500 plus swim lessons to members of our community. These swim lessons were possible through the scholarships provided by the American Red Cross Centennial that works with areas who have high drownings. El Centro was chosen as the site area to provide swim lesson to hopefully prevent drowning incidents of young children. We are in our third year of this campaign and hope to extend this campaign for another year. The campaign also provided scholarships to individuals who wanted to get certified as Lifeguards and Water Safety Instructors. The total funding for the Learn to Swim program is $5,250 each year.

The City of El Centro was invited to apply for LA 84 Foundation “Learn to Swim” funding to encourage young girls ages 7-17 to learn how to swim. The foundation allowed boys and girls in that age to receive scholarships to help them learn how to swim. We are in our second year of this funding. The funding provided needed equipment, goggles, swim caps, shirts, staffing cost and scholarships for swimmers. This year’s grant funding was $10,000.

This year we applied for the USA Swimming Foundation that allowed us to provide additional Learn to Swim scholarships. The cost for swim lessons is $45 per person. With these scholarships parents only had to pay $10 per session per person. Residents were able to take lessons at an affordable price. The total grant funding was $2,500.

Each year the Imperial Irrigation District, distributes funding to all city pool programs. Our city uses that funding to promote the Learn to Swim program and for our Aqua Zumba program. The total funding for this grant was $2,000.

Mini Camp and Half Pint Camp were held at the El Centro Community Center. This program was open to children ages 3 years to 6 years of age. Our summer program was at capacity at this facility with over 65 children attending each week. We provided a fun program that included, dancing, music program, art program and all children received breakfast and lunch each day. Our breakfast and lunch program was provided by Meadows Elementary Union School. The food provided was through the USDA program. We continue our partnership with Meadows to feed kids during the summer. Each month we served over 1,500 meals.

Youth Attaining Leadership Skills (YALS) continues to provide mentorship programs to youth entering as freshmen and juniors in high school. The program provides youth an opportunity to shadow Recreation Leaders so they can gain experience and apply for future recreation positions within our department. This year the City hired eight YALS from last year and they did a fantastic job for us. Our 2017 YALS participants also participated in the annual Jr. Chef Cook-off competition. This year they went against the Aquatics Division in the HAMBURGER cook-off. The YALS gained many experiences helping out and volunteering at the MLK camps, Half Pint/Mini-Camps, Basketball and Aquatics division.

In all, it was a very successful summer with high participation!!

Respectfully submitted by:
Patricia G. Ureña,
Recreation Supervisor - (760)337-4556
Lunch with the Mayor

During the months of July and August, sponsors of the 2017 IMAGINE Awards joined Alex Cardenas, the City Mayor, for a “Lunch with the Mayor” as appreciation for their sponsorship to the event.

The City of El Centro celebrated its tenth IMAGINE Awards ceremony this past March and recognized seven local businesses for Innovator, Motivator, Architect of Change, Genius, Industrious, Noble, and Entrepreneur. This year’s IMAGINE Awards had numerous generous sponsors who contributed to the success of the event.

Sponsors were extended an invitation to meet one on one with the City Mayor for a “Lunch with the Mayor” as they enjoyed a complimentary meal provided by Burgers and Beer. Some of the sponsors of the 2017 IMAGINE Awards that were invited included: Crest Events Center, Imperial Printers, Entravision, So. Cal. Gas Company, EW Corporation, KYMA, First Imperial Credit Union, IV Auto Mall, YK America, and Imperial Valley Press.
Summer Library Reading Program

2017 marks another successful year for the El Centro Public Library’s End of Summer Reading Program. Each summer the Library offers the End of Summer Reading Program to the children of the community to help encourage them to read. Participants of the Program are assigned reading logs and read books throughout the program’s six weeks and log them down. For every book that is read and logged in, the child earns a Library Dollar.

At the end of the six weeks, the Library hosts its biggest party of the year which includes a store for the children where they are able to spend their hard earned Library Dollars. Every week, during the length of the summer program, various fun activities for the children are also held at the Library. The program not only encourages the participants to read as many books as possible, it also helps them keep their reading skills sharp while away from school.
Grant Funding

The City of El Centro Community Services Department is pleased to announce the receipt of two grants. The first is for the Carlos Aguilar Park Field II Development Project and the second for the Imperial Valley Urban Forest.

In October 2016, the City submitted an application to the California Department of Parks and Recreation for funding through the Youth Soccer and Recreation Development Program in the amount of $960,000 for the Carlos Aguilar Park Field II Development Project. This one-time competitive grant program provides funds for new youth soccer, baseball, softball, and basketball recreation opportunities in heavily populated, low-income urban areas with a high-youth-crime and unemployment rate. On June 21, 2017, the City received notification that the grant was awarded for the full application amount.

The project will include the installation of a new natural turf soccer field along with the renovation of an existing natural turf soccer field along with an irrigation system. Work will also include the installation of new field lighting and fencing, creation of a walking pathway, demolition of the existing restroom and installation of a new restroom/snack bar.

The City anticipates the project to be completed and the fields available for use in the fall of 2018.

The City also received notification that its application to California Department of Forestry and Fire Protection (CAL-FIRE) through the California Climate Investment Grant Program for the establishment of the Imperial Valley Urban Forest in the amount of $665,028 has been approved.

The Imperial Valley Urban Forest is part of the California Climate Investments, a statewide program that puts billions of cap-and-trade dollars to work reducing greenhouse gas emissions, strengthening the economy and improving public health and the environment – particularly in disadvantaged communities. The cap-and-trade program also creates a financial incentive for industries to invest to clean technologies and develop innovative ways to reduce pollution. California Climate Investment projects include affordable housing, renewable energy, public transportation, zero-emission vehicles, environmental restoration, more sustainable agriculture, recycling and much more. At least 75 percent of these investments are made in disadvantaged and low-income communities. For more information, visit California Climate Investments.

This project will see the planting of 1,400 trees throughout the five main cities of the valley: El Centro, Brawley, Calexico, Imperial, and Holtville. All plantings will take place in Disadvantaged Communities, or areas that provide benefits to a Disadvantaged Community. For this grant, Cal EPA defines Disadvantaged communities as areas that are disproportionately affected by multiple types of pollution and areas with vulnerable populations.

The majority of trees will be planted near buildings to increase shade benefits and reduce energy consumption. The planting of the trees on the east or west side will promote even greater shade benefits and that, coupled specific tree species selection, will positively influence Green House Gas numbers in the project areas.

To promote the continued success of the program, the City is excited to call on volunteers from the community to work alongside project staff. Tree planting events in each of the five cities will take place to allow the members of the community to participate in the improvement of their neighborhoods in a way that will have a positive impact for years to come.

Another component of the program is the creation of an “Imperial Valley Tree Steward” Program where community members can be involved in the tracking of the trees’ progress and monitoring of the Green House Gas benefits created. This will be done through an education process from both the City of El Centro Community Services Department as well as the local high schools. There will also be the introduction of a tree curriculum in the elementary school science programs at various schools in the Imperial Valley.
Adult Center Activities

**Coloring Therapy**
The sense of calm that you may experience when coloring may be due to the simplicity of the activity. Coloring can provide a much needed distraction from stress, and the experience can transport us back to easier, childhood days.
**Cost:** Free
**Days:** Monday - Friday
**Time:** Anytime

**Senior Basic Exercise**
Come and enjoy a nice class of basic exercises for seniors and adults. The class consists of warm-ups, weights, stretch bands and cardio. This class strives to help stay active and healthy.
**Cost:** Free
**Days:** Tuesdays & Thursday
**Time:** 10:30 a.m. - 11:15 a.m

**Karaoke**
Come join us for a fun hour of singing, music, and fun! Every Friday we will be having “Karaoke Hour”. Choose a song to sing or come and listen to others perform as well!
**Cost:** Free
**Day:** Fridays
**Time:** 2:00 p.m. - 3:00 p.m.

**Chair Yoga DVD**
Chair yoga includes a relaxation period, breathing exercises, and various meditative postures.
**Cost:** Free
**Days:** Wednesdays and Thursdays
**Time:** 1:00 p.m. - 2:00 p.m.

**Intro to Computers**
A course that is offered to seniors and adults who wish to learn the basics of computers. Explore various programs such as Microsoft Word, Internet, send e-mails and many more features that Windows has to offer. This course has a limit of four (4) students per class.
**Cost:** $25.00 per month
$15.00 per month for seniors (62+)
**Level 1 - Beginning I:** Mondays & Wednesdays
10:00 a.m. to 11:00 a.m. (English)
11:30 a.m. to 12:30 p.m. (Spanish)
**Level 2 - Beginning II:** Tuesdays & Thursdays
10:00 a.m. to 11:00 a.m. (English)
11:30 a.m. to 12:30 p.m. (Spanish)

**Drum Circle**
Join us and get your rhythm on at the Adult Center. Learn different beats as we play together. No experience necessary.
**All drums and rhythm instruments are included.**
**Cost:** Free
**Days:** Mondays - 1:00 p.m. - 2:00 p.m.
Fridays - 10:00 a.m. - 11:00 a.m

**Crochet Program**
Come and learn how to make fun and different things out of yarn. This crochet program teaches seniors and adults how to create different things with their hands. For example, scarves and beanies, baby blankets and yarn slippers are some of the crafts this fine program has to offer. No Instructor.
**Cost:** Free
**Days:** Thursdays
**Time:** 2:00 p.m. - 3:00 p.m.

**Adult Walking Club**
*Looking for a new way to motivate yourself and others to get moving?*
Come and start your morning with us at the Martin Luther King Jr. Sports Pavilion indoor track.
**Walk at your own pace.**
**Cost:** $1.00 *(Free for registered participants)*
**Days:** Mondays
**Time:** 9:00 a.m. - 10:00 a.m.
Senior Games
Come and play great games. We have a variety of games like dominoes, playing cards, Monopoly, UNO, Nintendo Wii games, Chess & Checkers, Scrabble and many more.
Cost: Free
Game: Bingo
Days: Fridays
Time: 12:00 p.m. - 1:00 p.m.

Tai Chi Chuan
The purpose of this program is to introduce the health benefits that Tai Chi Chuan can offer. Tai Chi Chuan is designed to improve the quality of life by using slow pace movements along with deep breathing techniques.
Tai Chi Uniform: White T-Shirt with Black Kung-Fu Pants.
Cost: $35.00 per student per month
Days: Tuesdays and Thursdays
Time: 9:30 a.m.- 10:30 a.m.

Senior Nutrition Program
Senior Programs are provided to you through contracts with the Imperial County Area Agency on Aging through funding received from the California Department of Aging. Contact the AAA at (442) 265-7000 for further program information.
Phone: 760-353-2748
Suggested Donation: $2.00
Days: Monday - Friday
Time: 11:30 a.m. - 12:30 p.m.

Jewelry Program
Have a great time learning how to make earrings, necklaces and bracelets. The first project is free. Please bring any bead jewelry material and tools to class after that.
Cost: Free
Days: Wednesdays & Fridays
Time: 1:00 p.m. - 3:00 p.m.

Come Dance With Me!
Dance helps keep both the body and the mind active. Join us to dance different styles such as: Latin dance, hip hop-funk, ballet and many more. Class limited to 15 students per month.
Cost: Free
Days: Fridays
Time: 1:00 p.m. - 2:00 p.m.

Beginning Piano Lessons
Are you interested in learning the basics of piano? Join us once a week and learn music theory, including how to read notes, rhythm, and musical symbols on a staff. No experience needed, just the will to learn. (Waitlist)
Class limited to 4 students per month.
Beginning I
Cost: Free
Days: Wednesdays
Time: 2:00 p.m. - 3:00 pm
Beginning II
Cost: Free
Days: Thursdays
Time: 2:00 p.m. - 3:00 p.m.

English Language Conversation Course
Come in and practice speaking & listening to conversations in English. This course will help increase your vocabulary and improve verbal skills for: going to shops, restaurants, asking for assistance and making appointments. (Waitlist Only)
Cost: Free
Days: Tuesdays
Time: 1:00 p.m. - 3:00 p.m.

Zumba Gold
Zumba Fitness is an interval-style, dance based workout. This program will use a variety of rhythms, including Latin and world music, to provide a low impact workout for older adults. The easy-to-follow choreography will focus on balance, coordination, and range of motion. The fun and varied music will also provide a party like atmosphere for socialization, enjoyment, and stress relief.
Cost: $15 per student per month or $3 per Class
Days: Tuesdays & Thursdays
Time: 2:00 pm -3:00 pm
If disaster strikes El Centro, trained members of the El Centro Community Emergency Response Team (CERT) know how to turn off the gas, give first aid to neighbors, and keep them calm until emergency workers arrive. Many who participate in the CERT Training agree that knowledge is important because they have a desire to help others, which is why many join the team.

The five-week training prepares participants to assist themselves and neighbors in case of an emergency. From fire suppression to disaster preparedness, the courses are hands-on, with a final test at the end to receive certification which states that they have received the minimum training needed to respond during emergencies. Each person who goes through the training receives a backpack filled with gloves, emergency food and personal protective equipment. Not only do the bags provide people the supplies they need, it shows them what they should always have in their vehicle, home, and office. The training is sponsored by the Fire Department and has received support from the Imperial County EMS Agency, U.S. Border Patrol, and the Imperial Irrigation District.

Following the terrorist attacks of Sept. 11, 2001, President George W. Bush selected CERT to be one of the main programs of the new Citizens Corps — an organization that works to make individuals prepared to help during emergencies, terrorist attacks or disasters. Today, CERT training takes place in all 50 states. "The goal of CERT teams is to prepare participants to be self-sufficient and care for themselves for the first 72-hours following a disaster," said Fire Engineer Jason Bandaruk who is a CERT team training coordinator.

"This teaches you how to physically help people out," Bandaruk said. "It's a skill you hope you never need, but one that you'll have just in case it's needed."

The last group which was trained as CERT Team members with the Fire Department was a group from the Imperial County In-Home Support Services (IHSS) which provides personal care and domestic services to persons who are aged, blind or disabled and who live in their own homes. "This outreach allowed us to work directly with people who will have a direct impact in the lives of a vulnerable population soon after a disaster. We hope that they will help those they serve to improve their preparedness level," said Bandaruk.

For more information about CERT Teams please contact Fire Engineer Jason Bandaruk or Fire Battalion Chief Cedric Ceseña at the Fire Department.
Certificate of Achievement

The Certificate of Achievement for Excellence in Financial Reporting has been awarded to City of El Centro by Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR) for fiscal year 2016.

The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management. In addition an Award of Financial Reporting Achievement was presented to Finance Director Leticia Salcido for being instrumental in the City of El Centro receiving the Certificate of Achievement for Excellence in Financial Reporting. This is the tenth year the City has received this award.

In addition:

The Government Finance Officers Association of the United States and Canada (GFOA) presented a Distinguished Budget Presentation Award to the City of El Centro and a Certificate of Recognition for Budget Preparation to Finance Director Leticia Salcido, for its annual budget for the fiscal year beginning July 1, 2016.

Downtown El Centro Walking Tour

Despite the rising summer temperatures, City Council members, City staff and downtown business and property owners assembled at Town Square on June 15, 2017 for a walking tour of the downtown. The walking tour provided the participants with an opportunity to see the condition of the downtown and identify the many challenges business owners currently experience in the downtown area.

Community members along with council members and city staff walked the north and south sides of Main Street from Town Square to Fourth Street. Throughout the walk, city staff noted the improvements that needed to be accomplished in the downtown area. After the walking tour, everyone gathered at the Main Street Mall to cool off and discuss the findings of the tour and other areas of concern specific to downtown merchants.

City Staff updated the downtown community on upcoming city projects and programs that would benefit downtown merchants. Some of the pertinent issues voiced by participants include parking time limits, improving security, alley trash bins and the deteriorated state of some of the buildings. City Staff and Council Members noted the community’s concerns and will forward those issues to the Community Enhancement Task Force to address the issues.

The Community Enhancement Task Force meets every fourth Thursday of the month in the Economic Development Conference room located at 1249 Main Street.
Christmas Tree Lighting and Street Fair

Friday, December 1, 2017
5 p.m. to 9 p.m. • 150 N. 11th Street • El Centro Police Department
SANTA CLAUS!
Food, Live Music, Arts & Crafts, Kids Zone

For more information call (760) 337-4555 • www.cityofelcentro.org • www.facebook.com/ElCentroCA
Mardi Gras 2018
LIGHT PARADE & STREET FESTIVAL

Join us for The City of El Centro’s Signature Event
Saturday, February 17, 2018

Parade, Concert, Beads, Dancing, Games, Food
Parade starts at 6pm

For more information call (760) 337-4555 • www.cityofelcentro.org • www.facebook.com/ElCentroCA
ATTENTION PARENTS:

The City of El Centro recently amended its Municipal Code strengthening penalties for graffiti defacement within the City.

- It is unlawful for any minor to have any graffiti implement (e.g., spray paint, paint sticks, felt-tip markers, glass etching tools) on any property at any time without the permission of the property owner.

- Parents or legal guardians shall be jointly and severally liable for payment of civil damages resulting from the application of graffiti by minors. The maximum amount for damages is $40,600 for each offense and shall constitute a special assessment on property owned by each parent or guardian.

- Parents or legal guardians of minors ordered to perform community service as a result of their violation of the City’s graffiti ordinance must serve at least one-half (.5) of those hours with the minors.

- The City will pay a reward of one hundred fifty dollars ($150) for information leading to the arrest and conviction of any personal violating the City’s graffiti ordinance.

Please refer to Article VII of Chapter 18 of the El Centro Municipal Code

For more information regarding graffiti issues, please contact the City of El Centro Economic Development Department at (760) 337-4543
Thank You to Our Sponsors