



Think Inside the Triangle™

City of Tracy

City Pride

KEEPING RESIDENTS INFORMED INSIDE THE TRIANGLE

SPRING EDITION 2011

Your Business Partner

One of the City's highest priorities is to ensure the economic health and well being of our business community, particularly during this unprecedented economic downturn.

Creating a positive business environment, attracting investment and jobs to the community, and continually improving our efforts to become the best business partner are among the highest priorities for the City. Some cities have slowed down waiting for the economy to rebound on its own. Tracy, however, has taken this opportunity to think creatively by implementing local economic

stimulus strategies, making much needed process improvements and preparing for necessary upgrades so that when the economy does bounce back, we're ready and able to assist local businesses to move forward. First, the City undertook a formal permit streamlining effort in 2008. This resulted in seven recommendations to improve our process; all of which have been implemented. Since the implementation of these recommendations, we've had very positive feedback from applicants such as Macy's, Winco, Kitchell, Anna's Linens and Walgreens. We have quickly become a pre-eminent example for other

jurisdictions to follow. Secondly, over the past two years, the City has implemented a number of targeted strategies to stimulate the local economy and job creation from both a short and long-term perspective. The City has taken positive steps to make sure that Tracy is supportive of the business community in order to create jobs and attract investments. We expect the positive feedback to continue as we partner with the business and development community to make Tracy an exceptional place to live, work and play.

As part of the City's Speakers Bureau Program staff is giving a series of presentations describing the City's Business-Friendly outlook. If you would like us to visit your neighborhood, civic organization or business, please call (209) 832-6113 or email: cm@ci.tracy.ca.us

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City Pride is published for the residents of Tracy. We encourage you to contact us with your questions and comments. We request all correspondence be sent to: City Manager's Office, City of Tracy, 333 Civic Center Plaza, Tracy, CA 95376 or visit the City website at: www.ThinkInsideTheTriangle.com.

Earth Day...Every Day

Great news for Emerald Tracy! Recently, the City Council adopted the Sustainability Action Plan and an updated General Plan that contains a number of sustainability policies. The plan contains targets and measures to reach sustainability goals in the area of greenhouse gases, energy, transportation and land use, solid waste, water, agriculture and open space, biological resources, air quality, public health, economic development, and education and outreach by the year 2020. This plan makes Tracy one of the first in the region to develop a means for attaining a more sustainable future without

bestowing onerous burdens on the community. The City is excited to begin implementation of the Sustainability Action Plan. This is a monumental step for Tracy as it places the City in an advantageous position to attract new jobs and stimulate economic growth.

Tracy is proud to be an example for many other cities who are still struggling with accomplishing a Sustainability Action Plan. For sustainability and earth-friendly resources, please visit, www.emeraldtracy.org/resources



Did you know your 1 gallon of motor oil can contaminate 2 million gallons of water? To dispose of oil properly in Tracy visit, www.ThinkInsideTheTriangle.com



Community Highlight

"Because of the skills my family learned at the mediation, I no longer fight with my son. When I speak he listens and I no longer have a reason to yell at him."

Parent of a 15 year old student in program

Mediation Center of San Joaquin

209-474-8794

www.mediatorsrus.org

The Mediation Center of San Joaquin prevents and resolves conflict through education, training, and mediation right here in Tracy. The Center reaches out to the community through unique and customized programs and services, promoting restored relationships, self-awareness, and empowerment through alternative forms of conflict resolution, effective communication,

and stress and anger management. The Mediation Center uses transformative mediation. This is a process in which a neutral mediator facilitates between parties to help them reach a mutually agreeable solution (win-win!) through constructive interaction via communication.

I am awestruck, at the progress families make during a mediation.

Witnessing a teen open up to discuss his/her feelings with a parent is powerful.

MONICA GUTIERREZ
VOLUNTEER MEDIATOR

Mediation creates meaningful and lasting agreements, preserves/rebuilds relationships, and costs less than court. The Mediation center also offers **FREE Teen/Parent Workshops in Tracy**. Each workshop discusses effective communication, stress management, outcome thinking, and alternative conflict resolution skills. Call today for schedules.

UPCOMING WORKSHOPS

Mediation Center
Create win/win agreements
and stay out of court

Teen/Parent Workshops:

April 12 & 19

5:30-7:30pm,

**Tracy Transit Center

Fresh Start Thinking:

(teen stress-management group)
Fridays, Sutter Tracy Healthy Connections,
35 E. 10th Street

Mediator Skills Training:

July 28-31,

Mediation Center Office

829 Rose Marie Lane Suite D

Stockton, CA 95207

***Each workshop will hold a drawing for a **SCHOLARSHIP to Humphreys College** upon high school completion, from Achievement Gap Educational Foundation, for students who are CalGrant and FAFSA qualified.*

Fresh at the Plaza

The Tracy City Center Association (TCCA) proudly announces the beginning of the Tracy Farmers Market by the Pacific Coast Farmers Market Association (PCFMA). The PCFMA is a non-profit organization committed to providing Californians with fresh locally grown products like fruits, vegetables, greens, nuts, herbs, berries, eggs, flowers, nursery stock and honey. Under CA Law, farmers can only sell directly to consumers like residents of Tracy rather than retailers or distributors and produce must be sold at the point of production or in any area certified by a county Ag Commissioner, hence the title, a Certified Farmers' Market. According to the PCFMA website, *"Farmers' Markets are also good for the environment. They support locally grown products, rather than those grown overseas and transported to the Bay Area via ship, road or rail. Small California farmers also have been at the forefront of the organic movement, protecting soil and water quality through the restricted use of chemical agents."*

The Tracy Farmers Market is held every Saturday, beginning April 16th in downtown Tracy from 9 am – 1 pm. Additionally, a special ribbon cutting will be held on Wednesday, May 11th as the market kick-off is every Wednesday evening from 4 pm – 8 pm at the Tracy Civic Center Plaza (in front of the City Hall Fountain).

Tell your family, friends and neighbors. The Tracy Farmers Market is a great way to celebrate your health, support local farms and interact with the community. For more information visit www.pcfma.com.

www.ThinkInsideTheTriangle.com

