

## VISION MADERA 2025



### *Achieving the Vision*

Three-Year Report to the Community  
December 2006 – December 2009



- ★ What We Have Accomplished
- ★ The Road Ahead
- ★ Get Involved with Your City



# VISION MADERA 2025

## Introduction



### VISION MADERA 2025 TRI-ANNUAL REPORT

During the past 20 years, Madera has experienced significant residential and economic growth. The community has become economically self-sufficient with a strong and diverse industrial base, and vital retail areas. It has recently more than doubled its geographical size and has started incorporating neighborhoods and commercial areas. A consequence of this growth and change in community character has been an emerging need to redefine the City's identity and help set a course for the future that reflects the values of its citizens.

In July 2005, Madera engaged in a community process to develop a plan to guide the city to a preferred future. This community-wide effort, the Vision Madera 2025 program, was conducted over two years (2005-2007) and involved hundreds of citizens representing dozens of community interests including business, environment, neighborhood, social service, healthcare, education, government and many others. The product of this endeavor was a Vision Statement describing Madera in 2025, and an Action Plan identifying the programs and projects necessary to achieve that vision. With the help of hundreds of inputs from community volunteers and City of Madera sponsorship, the community now has a Vision and Action Plan.

The Madera City Council adopted by Resolution the Vision Madera 2025 Vision and Action Plan. The resulting Action Plan lists specific activities that will help move the community in the direction of the Vision. It also assigns these activities to individuals, groups or agencies that will take the lead on these activities, often with the help of supporting partners.

The Action Plan listed 55 strategies and 167 actions to bring the Vision to life. The plan outlines opportunities to enhance community identity, connections and livability. Many of these actions have required the formation of public-private partnerships. Implementation of the Vision Madera 2025 continues to be a community-wide effort. To date of the 167 action items, 165 actions are either underway or implemented, or said differently over 98% of the action items identified have either been implemented or have made significant progress in implementation

# TRI-ANNUAL REPORT 2009

| MADERA'S<br>Report Card – 2007-2011 |            |            |            |      |      |
|-------------------------------------|------------|------------|------------|------|------|
| Status                              | Total      |            |            |      |      |
|                                     | 2007       | 2008       | 2009       | 2010 | 2011 |
| Underway                            | 92         | 98         | 44         |      |      |
| Implemented/One Time                | 2          | 1          | 2          |      |      |
| Implemented/On-going                | 48         | 62         | 119        |      |      |
| Total Implemented                   | 50         | 63         | 121        |      |      |
| Total Implemented/Underway          | 142        | 161        | 165        |      |      |
| Not Started                         | 25         | 6          | 2          |      |      |
| <b>Total Actions</b>                | <b>167</b> | <b>167</b> | <b>167</b> |      |      |

Since December 2006, a citizen-led Vision Implementation Committee, appointed by the Madera City Council, has monitored and facilitated the Vision's implementation, assuring that the Vision will transition from plan to reality. The Vision Implementation Committee is responsible for developing and presenting an annual progress report to City Council. This report is a three year summary of progress to date and the related highlights and accomplishments. These highlights are provided in sixteen different Emphasis Areas as defined by the Vision and Action Plan. In addition, located in each "Road Ahead" section the report provides some projects and activities that loom in the near future.

Madera envisions itself as a well planned and attractive city. We see ourselves as a community abundant with good jobs and economic opportunities. We see ourselves as a strong community with great schools and strong family values. And we see ourselves living in a safe and healthy environment in which we protect our resources and provide healthy educational and recreational activities. This tri-annual report provides an update of how the Vision for Madera is quickly becoming a reality. In closing, we want to thank you for your continued support of Vision Madera 2025 and express our appreciation for the City's leadership in making Vision Madera 2025 – the community's plan – a priority and a reality.

— *The Vision Implementation Committee*

## Click or Call

- For more information call: 559-661-5400
- Or visit us on the internet at: [www.visionmadera2025.org](http://www.visionmadera2025.org)
- Or email questions to: [visionmadera2025@cityofmadera.com](mailto:visionmadera2025@cityofmadera.com)

## Vision Implementation Committee

- ▶ Jerry Noblett
- ▶ Lois Grow
- ▶ Rosanne Bonilla
- ▶ Will Oliver
- ▶ John Stafford
- ▶ Mike Westley
- ▶ Shirley Driggs
- ▶ Marilyn Marsh
- ▶ Rae Gomes
- ▶ Debi Bray
- ▶ Christina Gomez Vidal Diaz
- ▶ Linda Lewis Wright
- ▶ Elaine Craig
- ▶ Dave Randall
- ▶ David Tooley
- ▶ Wendy Silva
- ▶ David Merchen
- ▶ Michael Kime
- ▶ Michael McHatten
- ▶ Mary Anne Seay

# Managed Growth

DESIGN and DEVELOPMENT GUIDELINES  
for COMMERCIAL DEVELOPMENT



Prepared by  
The Planning Department of the City of Madera

September 2008

Madera has a Vision of itself and for the future of our children that will occur not by chance, or by making short term decisions, but will be the result of well planned growth and a commitment to our community values. The resulting Action Plan lists specific activities that will help move the community in the direction of the Vision. It also assigns these activities to individuals, groups or agencies that will take the lead on these activities, often with the help of supporting partners.

- The General Plan Update looked at balancing the economics of various land uses such as housing, commercial and industrial job centers, along with ample opportunity for retail development.
- The members of the Vision Implementation Committee's sub committee for a Well Planned City were drafted for the Citizens Advisory Committee and held monthly meetings during the drafting of the Plan and commented on the drafts.
- The updated General Plan utilizes Village Plans as a means to insure that comprehensive area planning is performed, which is similar to developing specific plans for areas.
- The City has adopted Design & Development Guidelines for Commercial Development.
- The updated General Plan includes a specific Development boundary and requirements for open space or conservation buffers between the urban boundary and Ag lands.
- The City carefully worked with developers to ensure the quality development of the Commons at the Fairgrounds Shopping Center and the Crossroads shopping center at Tozer and Madera Avenue.

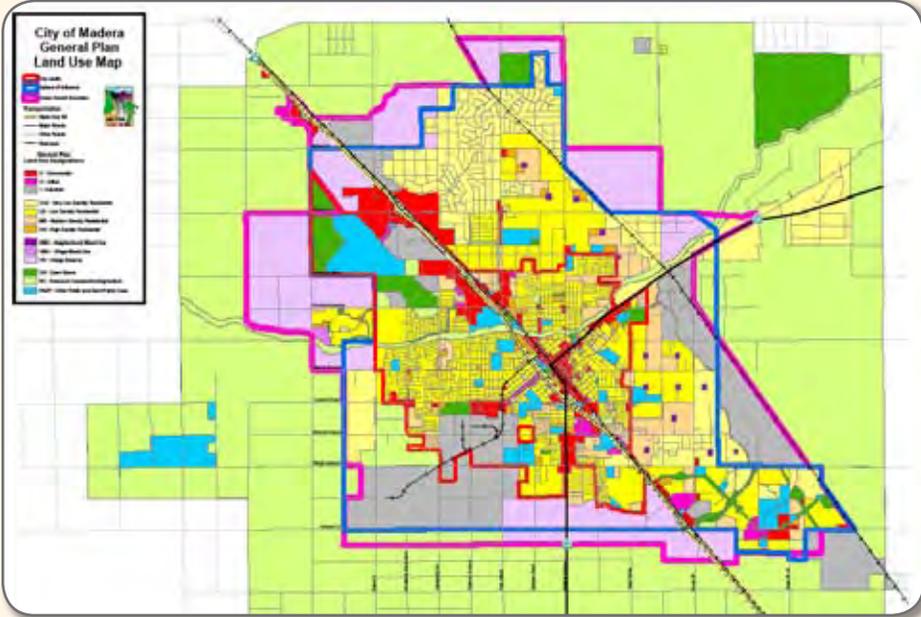
## Community Partner

"As I grew up in Madera my family and I have had a wonderful quality of life because of the people in Madera that cared for one another and the good values the community shares. The

people in Madera want to maintain this legacy; we all want the same things for our children and following generations, to have the opportunity to live and work in a solid community that continues to improve itself. To keep this vision of our future alive it is important for us all to be active members of a community and encourage one another to continue to build a quality community and maintain the values that make Madera our home not just a city we live in."

**Andrew Medellin**  
Chairperson, Planning Commission





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- For more information call: (559) 661-5430
- Or visit us on the internet at: [www.maderageneralplan.com](http://www.maderageneralplan.com)
- Or visit us in person at: City of Madera Planning Department 205 W. 4th Street

## *The Road Ahead*



- The City will be updating its Zoning Ordinance in 2010 to reflect the City's Vision and General Plan.
- The City will be adopting additional Design and Development Guidelines to also address residential developments.
- The City will be conducting a Green House Gas Inventory that will determine how our community impacts this significant issue in our environment.
- The City will begin the formation of a Climate Action Plan based principally on the results of the Green House Gas Inventory and the Policies and values expressed in the City's General Plan and the Madera 2025 Vision Plan.

## Effective Government



- The City of Madera has effectively maintained a healthy general fund reserve during an unprecedented down-turn in the economy. This in large part is due to spending controls, freezing vacant positions and holding ourselves accountable to budgeting and operating within our means.
- Obtained over \$200,000 in grant funding through the Edward Byrne Memorial Justice Grant Program in order to replace seven Police Department vehicles that exceeded mileage threshold requirements.
- Developed additional utility bill payment options for residents including additional offsite locations as well as payment through an “on-line” service.
- As part of an overall strategy to combat gang violence and help troubled and at-risk youth, the Governor’s Office of Gang and Youth Violence announced that the City of Madera was awarded \$400,000 to address this important local issue.
- The City of Madera was recently recognized by NetworkWorld Magazine as a Enterprise All-Star winner for recognition of outstanding technology projects. The Enterprise All-Star award went to 10 winners nationwide.
- The City of Madera partnered with the Fresno-Madera Counties Chapter of the American Red Cross to house an emergency aid trailer. The trailer contains the supplies necessary to furnish a basic 200 person shelter, including cots, blankets, pillows, comfort kits (such as toothpaste, toothbrushes, deodorant, etc.), and medical kits. Storage of the trailer on City property allows quick access for immediate local response to sheltering needs in case of an emergency or disaster.
- Over the last three years, the City of Madera has received over \$2.9 million in Community Development Block Grant Funding. The purpose of this funding is to provide decent housing, expand economic opportunities and assist in meeting the public service needs of our community. In the spirit of the funding source some of the completed projects and programs include: Centennial Park Swimming Pool Project, Code Enforcement Graffiti Removal Program, Sunrise Rotary Sports Complex Project and Police Supplemental Patrol.

## Community Partner

“John Wooden, UCLA’s legendary basketball coach said “success comes from knowing that you did your best to become the best you are capable of becoming”. The

Madera Vision Plan is an example of this principle in practice. The strategies and actions adopted under the emphasis area of Effective Government are aligning local government agencies with a shared community Vision. The Vision Action Plan holds each of us individually and collectively accountable in bringing the action items to fruition.”

**David Tooley**

City Administrator, City of Madera



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- Or visit us on the internet at: [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at: City of Madera Administration 205 W. Fourth Street



## *The Road Ahead*

- ▶ In the near future the City will be developing new rates for water and sewer utility customers and preparing a long term plan for installation of water meters in every home in the City. Informational meetings and public hearings will be held along the way. Watch for these opportunities to learn more about conserving this precious resource, and help us build a financial plan to carry out this State mandated program.
- ▶ In the future the City will utilize CDBG funds to complete a number of projects including the replacement of the roof at the Bergon Senior Center; installation of new flooring and picnic shelters at the Pan Am Community Center; replacement of the fencing surrounding the Centennial Park Swimming Pool fence; and construction of the new Madera Dog Park in the upcoming months.



## *Diverse & Accessible Transportation*



### *Community Partner*



"A diverse and accessible transportation network is important to enhance the vitality and livability of the City of Madera. For

Madera to thrive as

a City where people live, work and play, the development and implementation of a viable strategic transportation plan is critical. The Vision and Action Plan will provide the framework and strategies to help guide development of a safe, accessible and convenient multi-modal transportation system. Most importantly, the Vision Plan views transportation as a cooperative and coordinated effort by local governmental entities who share the same vision to effectively meet the diverse transportation needs of Madera."

**Patricia Taylor**

Executive Director Madera County Transportation Commission

- A major project was completed which provides safe passage along the River Trail under the bridges at "D" and Lake Streets. Walkers, bikers and joggers are able to enjoy an improved trail, uninterrupted by traffic crossings from the railroad trestle east of Gateway Avenue, all the way east to Tulare Street.
- The Madera Transit System received a total of \$1.8 million in federal transportation operating and capital grants during the last three years.
- The federal transportation grants along with \$368,000 in State Proposition 1B funds allowed the City to expand and modernize its transit fleet by 12 vehicles.
- Our fleet now includes 6 Compressed Natural Gas (CNG) buses, which emit less pollution and help the City reach our Vision goals for a healthy environment.
- The Transit Program introduced the Jobs, Education, & Training (JET) Express service, which provides prompt transportation to many local employment and educational destinations in our community.
- The JET Express route expanded service to the Madera Community College Campus for the first time in the history of our Transit Program.
- Over \$5,240,000 in Federal Grant Funds through the Federal Airport Program were utilized to expand Airport operations, including runway and taxiway expansion projects.
- The Madera Transit Program has managed to increase the size of our fleet and expand our services without raising fares in the past 3 years.
- The City and Redevelopment Agency remains committed to our older residential neighborhoods. The construction of curb, gutter, sidewalks, streetlights and handicap ramps is a program that has proven to be successful in generating community pride in the neighborhoods in which they were constructed. Project examples include the Wallace, Hull, Stinson and Knox Neighborhood Improvement Project, the Lake and Adell Project, and the Sharon Avenue Project.



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- Or visit us on the internet at: [www.maderactc.org](http://www.maderactc.org) or [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at: City of Madera Transit 205 W. Fourth Street

## *The Road Ahead*

- The Transit Program intends to install between 30-40 new bus shelters to provide for the comfort and safety of our riders.
- The Transit Program plans on purchasing a minimum of 2 CNG buses to contribute to our community's commitment to clean air.
- In order to provide for future growth, the program will complete a comprehensive planning process to design a modern Transit Facility.
- We will collaborate with various community groups to improve transit accessibility and amenities for their constituents.
- Ellis Street/Avenue 16 Overcrossing is a project that connects North Madera and West Madera by constructing a new street and bridge over the Union Pacific Railroad and State Route 99. The project will provide an alternate route for motorists driving through the usually congested intersection at Cleveland-Gateway-State Route 99 intersection. This infrastructure project is designed to meet the needs of the traveling public and will assist in accommodating the growing needs for better and safer streets.

# Well Planned Neighborhoods & Housing



## Community Partner



"Unfortunately, the need for quality affordable housing continues to rapidly grow while state and federal funding has stopped or decreased significantly. The

burden for development of affordable housing now heavily falls on the City of Madera, the Housing Authority, the Redevelopment Agency, and other public, private and non-profit partners to develop creative solutions to meet the growing need. The implementation of the Vision Action Plan as a strategic tool is an important step in bringing public and private agencies together to meet our shared goal of providing and developing well planned and affordable housing for all Maderans."

### Nick Benjamin

Executive Director of the Madera Housing Authority

- Over \$2,200,000 in grants from the HOME and CalHOME Programs enabled us to assist over 30 low income members of our community in becoming first-time homebuyers. Most of these buyers purchased homes threatened by foreclosure, which reduced the number of vacant properties in our city.
- The direction of the Neighborhood Revitalization program has expanded from individual housing units to a neighborhood focus. The goal is to link a variety of efforts - including offering education to the community, eradicating violations from properties throughout the City, and empowering residents throughout the City by creating and offering neighborhood networking.
- The City of Madera revitalized its Owner Occupied Rehabilitation Program in 2009 through a \$750,000 grant from State Community Development Block Grant program. In the last year, the rehabilitation program has helped over a dozen low income homeowners repair substantial health and safety problems with their homes.
- The \$998,000 Grant received through the Neighborhood Stabilization Program will enable the City of Madera to reduce its high number of foreclosures and address areas of blight in our community.
- In 2008, the Redevelopment Agency issued \$25.6 million in tax exempt bonds, of which \$3.5 million is dedicated to housing projects.
- The Redevelopment Agency funds and maintains a revolving loan fund to encourage the construction of affordable single-family homes within the Project Area. The program was originally capitalized with \$590,000 in redevelopment tax increment. To date, construction loans, totaling \$10,892,891, have been repaid resulting in the construction of 198 single-family homes.
- In 2008, the City of Madera ADA Advisory Council began working on an update to the City's ADA Self-Evaluation and Transition Plan. To date, City programs, City facilities, and public rights-of-way have been inventoried for ADA compliance. Staff is working on prioritization of the inventoried items and a draft copy of the Self-Evaluation will be available for public comment before the Plan is presented to City Council for adoption. The City has already begun to address deficiencies. Specifically, the Redevelopment Agency has provided funding for the City Public Works Department to complete 150 accessible curb ramps where currently none exist.



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- Or visit us on the internet at: [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at:  
City of Madera  
Grants Department  
205 W. Fourth Street

## *The Road Ahead*

- The Grants Department will use its recently awarded \$800,000 HOME Program 2009 grant to assist another 15-20 low income recipients become first-time homeowners.
- Grants has also developed a homebuyers program in collaboration with the Madera Redevelopment Agency that will provide micro-grants to qualified participants in our community.
- The \$2,000,000 HOME Project grant will support the development of the Arbor Point Apartment complex, which will provide affordable rental housing within our community when completed.
- During the next five (5) years, it is estimated the Redevelopment Agency will have over \$15 million available for affordable housing projects. The Agency will continue to leverage these funds by working in partnership with private developers, non-profit housing organizations and other governmental agencies.

# Abundant Natural Resources



## Community Partner



"As we plan for the future of Madera, one of the most important things we can do is to prioritize the protection and preservation of natural resources.

Proper planning is absolutely essential in order to ensure that Maderans in the future have adequate resources to sustain the high quality of life the Vision Plan identifies. Whether it be the protection of agricultural lands, improvements in air quality, or the efficient use of ground water, making conscious decisions to preserve our natural and historical resources is essential. Taking queues from the Vision Plan, these concerns were incorporated as guiding principles in the City's recently adopted General Plan, which will serve as the City's blueprint for development for at least the next 20 years."

**Dave Merchen**  
Community Development Director

- The City of Madera has embraced the sustainability and green conservation principles of the Audubon Society by becoming a proud member of the Audubon Cooperative Sanctuary Program for Golf Courses. The program is designed to help golf courses enhance wildlife habitats and protect natural resources for the benefit of people, wildlife and the game of golf.
- The Redevelopment Agency and Parks and Community Services successfully applied for a \$22,082 grant from the Department of Forestry and Fire Protection. Two hundred and sixty-two (262) trees were planted at the Sunrise Rotary Sports Complex, Millview Elementary School, Washington Elementary School and Sierra Vista Elementary School.
- The Department of Parks and Community Services is implementing new programs and policies that protect our natural resources and the environment. including the use of mulches in planter beds and along the trail. The mulch is made by grinding limbs that are cut from trees during normal tree trimming. This mulch is then re-introduced back into landscapes as environmentally friendly topdressing which conserves water by retaining soil moisture.
- The City implemented the City's Environmentally Preferred Policy to cover products in the warehouse, and developed an evaluation process to ensure that the environmentally friendly products work as well or better than existing products.
- The City approved an ordinance addressing the recycling of construction debris. The purpose is to divert at least fifty percent of construction and demolition recyclables from the landfill.
- The City of Madera completed a construction project to expand and refurbish its Waste Water Treatment Facility. The purpose of the expansion is to provide adequate sewage capacity to accommodate community growth and to improve the quality of the water discharged from the facility. As environmental concerns have increased, so have the regulatory requirements to improve the quality of the water and alleviate any negative impacts on ground water.



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## *The Road Ahead*

- ▶ \$446,000 of grant funds awarded through the Energy Efficiency Conservation Block Grant Program will be utilized to install a solar power system on the John W. Wells Youth Center.
- ▶ \$234,000 of grant funds awarded through the Community Development Block Grant Recovery Program will be utilized to install a solar power system at the City of Madera Community Police Department Office.
- ▶ Grant Funds awarded through the Energy Efficiency Conservation Block Grant Program will be used for the preparation of a Climate Action Plan as well as “smart growth” zoning codes.

# A Vibrant Downtown



## Community Partner

"The implementations of the strategies outlined in the Vision Plan related to the development of a Vibrant Downtown are crucial steps in bringing government agencies, business owners, property owners and citizens together in order to revitalize Downtown Madera. A comprehensive plan which integrates housing and commercial and retail development near the City's core is crucial to a healthy downtown. It can happen here if we focus on making it happen, rather than the leapfrog development which seems to be the direction of choice, leading us down the same path that Fresno took to urban sprawl. Redevelopment is the key to making it happen."

**Jim Taubert**  
Redevelopment Agency,  
Executive Director

- The Crossroads Shopping Center ribbon cutting was held on January 23, 2009. Developed by partners Dr. Todd Spencer and John Quinn, current tenants include Rancho San Miguel Markets, Longs Drugs, McDonald's, Little Caesar's Pizza, Fred Loya Insurance, Ace Cash Express, Mi Amor Gift Store and Crossroads Laundry. Economic impacts have been significant and to date, 255 jobs have been created.
- The Cross-Street Banner Program is a program designed to assist non-profit organizations in promoting their special events. The program is administered by the Madera District Chamber of Commerce.
- The Redevelopment Agency provides grants on a dollar-for-dollar match basis to renovate building facades. Several façade projects have been completed the past three years.
- The Redevelopment Agency has acquired property at the southwest corner of Yosemite Avenue and A Street in order to relocate office operations. The new location will provide opportunity for growth as well as accessibility.
- The Redevelopment Agency is providing \$4.2 million for a community center currently under construction at Centennial Park. The 24,400 sf facility will also provide office space for the Parks and Community Services Department.
- In partnership with the owner, The Redevelopment Agency reconstructed and landscaped the Fruit Basket Parking Lot.
- In conjunction with the Sears Project, the Redevelopment Agency constructed the public improvements. The project include stamped concrete, decorative lighting and enhanced landscaping.
- The Street Banner Program was developed through a partnership with local artists, business and community leaders in order to enhance the aesthetic image of our local streets.
- The intent of the "Art in Public Places" Program is to enrich the community, provide multiple destination points for residents and visitors and to enhance community and encourage participation. The Iron Horse by sculpturist Lucy Hunt-Pierson is just one example of the Art Program in action.





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## *The Road Ahead*

- ▶ The Redevelopment Agency is working with Ironhorse Development to assemble approximately five (5) acres on Yosemite Avenue between Elm and Fig streets. The intent is to construct a 40,000 square foot neighborhood retail center.
- ▶ The Redevelopment Agency is in the process of assembling property for a residential subdivision in the Central Avenue/Fresno River corridor. A key component of the project is the construction of a new street that will connect C and A streets.
- ▶ Famous muralist, John Pugh was commissioned to install a mural on the Community Police Department exterior. Pugh is known for a type of art called trompe l'oeil, a French term meaning to trick the eye. It is essential an art technique involving imagery to create optical illusions.

# Abundant Commercial Opportunity



In the last three years, Madera has experienced a considerable amount of economic development, below is a list of major commercial and industrial projects:

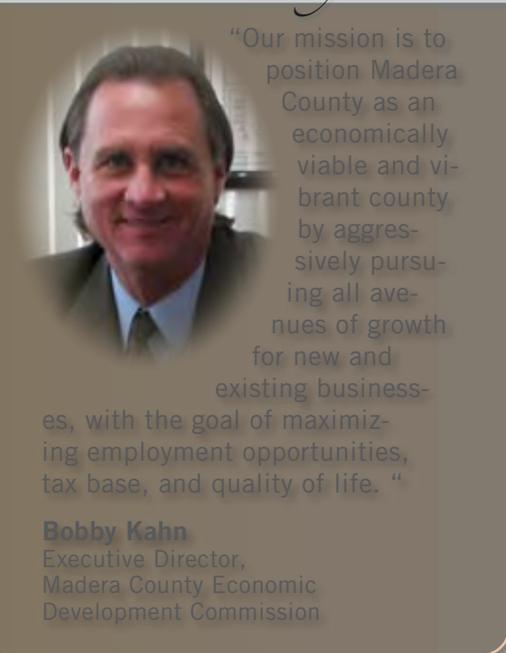
- Rain Creek Bakery, a manufacturer of European Pastries providing 60 full time jobs and 350 seasonal jobs.
- Nemat Management Group, a manufacturer specializing in high precision machining services through CNC (Computer Numeric Control) devices. Nemat Management Group currently has 30 full time employees and will eventually build up to 75.
- Innovative Rotational Molding (IRM), a manufacturer of plastic rotational moldings such as; Dump truck beds, water truck tanks, cement mixer tumblers, road barriers, and chemical tanks. IRM is also home to the industry's largest rotational molding machine in North America. IRM provides 20 full time jobs and is looking to hire an additional 30 employees.
- Hampton Inn, a new four story hotel with 78 guest rooms.
- Spring Hill Suites, a new hotel with a total of 88 guest rooms and located across the street from Madera Community Hospital.
- Black Bear Diner, a new restaurant located next to Spring Hill Suites. The Diner specializes in serving large portions of quality American food with a log cabin setting.
- The Commons at Madera Fairgrounds, a new 300,000 square foot commercial Shopping Center. Lowes Home Improvement Store is the center's anchor tenant providing over a 100 jobs. In the first six months of business Lowes became one of Madera's top 25 sales tax generators. The following businesses are also located in the Commons Shopping Center:

- |   |                 |
|---|-----------------|
| ✓ Big 5 Sporting Goods                      | ✓ Petco         |
| ✓ Dollar Tree                               | ✓ Gamestop      |
| ✓ T-Mobile                                  | ✓ Walgreens     |
| ✓ Cool Hand Luke's<br>Steakhouse and Saloon | ✓ Panda Express |

- The CrossRoads Shopping Center, a redevelopment project located in Madera's downtown has a total of 136,000 square feet of commercial space. Rancho San Miguel Supermarket and CVS Pharmacy are the anchor tenants. Other tenants include the following:

- |                        |                        |
|------------------------|------------------------|
| ✓ McDonalds Restaurant | ✓ Little Caesars Pizza |
| ✓ Mi Amor              | ✓ Ace Cash Express     |
| ✓ Fred Loya Insurance  |                        |

## Community Partner



"Our mission is to position Madera County as an economically viable and vibrant county by aggressively pursuing all avenues of growth for new and existing businesses,

with the goal of maximizing employment opportunities, tax base, and quality of life. "

### Bobby Kahn

Executive Director,  
Madera County Economic  
Development Commission



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- For more information call: (559) 675-7768
- Or visit us on the internet at: [www.maderacountyedc.com](http://www.maderacountyedc.com)
- Or visit us in person at: Madera County EDC  
2425 W. Cleveland Ave.  
Suite 101

## The Road Ahead



- ▶ The North Fork Mono Tribe is currently waiting for the U.S. Department of Interior to approve their 305 acre site for a proposed \$250 million gaming facility located near Highway 99. The resort is expected to provide over 4,000 jobs.
- ▶ The San Joaquin Valley Paleontology Fossil Discovery Center is expected to open in 2010. The 5,700 square foot discovery center will include exhibits consisting of various fossil and visual displays, fossil preparation stations with volunteers demonstrating the excavation process and a hands-on mock "dig area" to sift for micro-fossils.
- ▶ Madera Town Center regional shopping center is still in the planning stages and is expected to break ground in 2010. The shopping center will provide a total of 795,000 square feet of retail space and will be located east of Highway 99 on Avenue 17.

# A Strong Workforce



The Madera County Workforce Investment Board is committed to the economic health of Madera County by providing leadership and guidance resulting in a quality employment and training system.

## In the last three years, the Madera County Workforce Investment Board has accomplished the following goals, projects, grants and events:

- Participated as one of 12 state pilot sites to implement an innovative and transformational integrated delivery services model.
- Received funding, in collaboration with several other San Joaquin Valley Workforce Investment Boards, to increase capacity to train Licensed Vocational Nurses, Maintenance Mechanics, CDCR New Start, Vet Connect, and Youth Green Jobs Corps.
- Implemented a Central California Work Readiness Certificate based on the national work aptitude assessment in WorkKeys.
- Completed a nine county Employment study around identified industries such as manufacturing, health, renewable energy, agriculture and transportation/logistics.
- Significantly increased workforce training with American Recovery and Reinvestment Act funds and through partnerships with the Community College completed group training in pre-health, build your own computer and keyboarding, Medical Administrative Assistant I, Medical Administrative Assistant II, and Early Childhood Development.
- Completed a Summer Youth Paid Work Experience program which included a community based project with the Redevelopment Agency with 14 homes receiving revitalization.
- The Board developed and implemented key policies to align with their goals for providing a skilled workforce to the businesses of Madera County; such as the requirement to obtain a high school diploma or GED, conduct incumbent worker training, provide paid work experience and paid internships.
- Participated in numerous local, state and federal forums to further Madera County's workforce and economic needs and challenges; such as the California Partnership for The San Joaquin Valley, National Association of Workforce Boards, California Workforce Association and the California Workforce Investment Board, Central California Workforce Collaborative, Madera Compact and Coalition, Economic Development Commission.
- Assisted numerous new and existing businesses with their workforce and business needs; Lowes, Census Bureau, Panda Express, Certaineed, Cool Hand Lukes, Springhill Suites, Zoria Farms, Black Bear Diner, Innovative Rotational Molding, Color Box, Service Master, Rancho San Miguel, Big 5, Georgia Pacific, Chukchansi Casino, Table Mountain Casino, Cedar Creek Casino, Madera Community Hospital, Chowchilla Community Hospital, Madera Medical Center, Madera Tribune, Holiday Inn Express, Sunsweet Dryers and many others that we routinely work with.
- Sponsored annual Job Fairs and most recently a Job Forum replicated from the President's White House Jobs Summit (one of the first in CA).

## Community Partner



"As a Director and current Chair of the Madera County Workforce Investment Board, it has been a pleasure to be involved with an organization that

has played an integral role in leading and guiding the workforce development system in Madera County. The Board is a convener and policy maker for locally-driven, private sector led workforce development issues and strategies that most benefit and impact our community. Over the last three years, there have been significant challenges due to the economy and, until the infusion of ARRA funds, budget reductions and the lack of reauthorization of the Act itself, the Board did not waiver from its mission and commitment to provide a quality employment and training system."

**Bob Carlson**  
Director, Workforce Investment Board



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- For more information call: (559) 662-4500
- Or visit us on the internet at: [www.maderawac.org](http://www.maderawac.org) or [www.maderacountyworks.com](http://www.maderacountyworks.com)
- Or visit us in person at: Madera County Workforce Assistance Center 209 E. 7th Street



## The Road Ahead



- ▶ Play an integral role in the reauthorization of the Workforce Investment Act so that critical system changes and enhancements are developed and implemented to strengthen workforce and economic development for our community.
- ▶ Increase private sector representation and engagement on the Board in order to continue to align and respond to the business and employer needs.
- ▶ Seek all funding opportunities to maintain and increase the ability to provide training, education and supportive services to the jobseekers in Madera County.
- ▶ Continue to build relationships and partnerships at all levels and across systems to assist with Madera County's continued growth and future prosperity.



## *An Involved Public*



- The Madera City Council has taken the initial steps in preparation of the November 2010 general election where the question of how members of the City Council are elected to office will be placed on the ballot.
- A series of community forums were held introducing citizens to the district election process. At the forums, citizens had the opportunity to provide input on “communities of interest” and receive information on the use of Public Participation Kits. Public Participation Kits are a tool used which allow citizens to draw suggested district boundaries. Subsequent to these forums, district boundaries were approved by the City Council.
- The Madera Police Department in partnership and collaboration with the Madera Chamber of Commerce, established the Security Assessment Program. The Madera Chamber of Commerce received notification from the Western Association of Chamber Executives that the Security Assessment Program had been named one of their four outstanding new programs for 2007.
- This annual Vision Madera Town Hall gathering was held in conjunction with Fiesta in the Park hosted by Latinas Unidas. The colorful Fiesta served as the perfect back-drop for the Vision Town Hall as the spirit of that event strikes at the heart of the Vision Plan’s spirit: to create a more livable Madera. Thousands of community members attended the event and learned about the Vision Plan and the specific successes that have been achieved in the last year.

## *Community Partner*



“The Vision Plan set into motion the proposal to redefine how Maderans wish to be represented by its City Council. The districting process has been, from its inception, a community driven process. Whether it is the establishment of a taskforce, advisory committee or community forums, the community has had the opportunity to be involved in the development of how Madera may be represented in the future.”

**Sonia Alvarez**  
City Clerk





## Click or Call

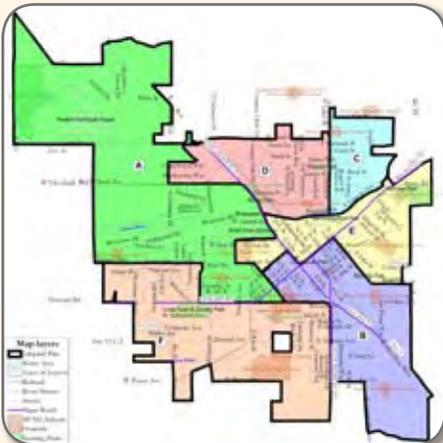
- For more information call: (559) 661-5405
- Or visit us on the internet at: [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at: City of Madera City Clerk 205 W. Fourth Street



## The Road Ahead

### Proposed Process – Election “By District” with Mayor Elected At-Large

- ▶ “By District” Defined - A “by district” method means that the candidate running for a seat on the City Council must reside within the district which candidate wants to represent and only the registered voters residing within that district may vote for that candidate.
- ▶ Mayor Elected At-Large – All registered voters may vote for any candidate running for the mayor’s seat. Mayoral candidates must reside within the city limits.
- ▶ Terms of Office and Number of Districts - Mayor and council positions will serve 4 year terms with 6 council districts plus elected mayor.



### Election Dates

- ▶ November 2010 General Election - Question placed before the voters on whether to change to an election “by district” process with mayor elected at-large.
- ▶ November 2012 General Election – If voters approve the change to an election “by district” process with an elected mayor, the *first phase* of district elections will occur in November of 2012.



# Rich Cultural Life



The Madera Chamber of Commerce has joined forces with the City of Madera and the Vision Madera 2025 Committee to preserve and promote the well being of our community. The following is a selected listing of our accomplishments in the last three years:

## Community Partner



"The mission of the Madera District Chamber of Commerce is to support a diverse regional economy by promoting a thriving business environment that contributes to our community's quality of life. It is our purpose to marshal the energies and efforts of our community to accomplishment common goals for a better Madera. We are committed to endorsing a strong local economy, advocating on behalf of business, provide opportunities to further business connections, and promote Madera."

**Debi Bray**  
President/CEO  
Madera District Chamber of Commerce

- Developed and created the Tourism Alliance Committee to support tourism-related commerce with an emphasis on Madera and Chowchilla. This committee works to promote features and attractions to local citizens and the global market such as the Madera Wine Trail, the Madera County Museum, Home Grown Cellars, and the upcoming Fossil Discovery Center.
- Added a new and improved online community calendar. The Chamber had to increase the capacity for data on the calendar due to the high increase of use by event seekers and organizers. The community calendar located at, [www.maderchamber.com](http://www.maderchamber.com), promotes local business, community, and tourist events and attractions to a global market.
- In partnership with Madera Community College Center created and co-hosted the Madera Business Conference.
- Implemented the NxLevel Entrepreneur Training Program in affiliation with the Central California SBDC.
- With the Madera Police Department, created the Security Assessment program to preserve the safety and security of our local business community. This program was awarded recognition by the Western Association of Chambers of Commerce as one of the best new programs in the western region.
- Eighteen outstanding citizens were honored with the Lifetime Achievement Award. This award recognizes outstanding individuals that have dedicated years of service to our community, shown exemplary leadership, have performed acts of goodwill, and displayed an overall dedication to the progress of Madera with a significant impact to Madera's economic growth and quality of life.
- Recognized three Senior Farmers of the Year. Honorees are chosen for being exceptional individuals that have spent years providing leadership, service, and contributions to the number one economic driver in our area, Madera County Agriculture. The Chamber has annually honored a Senior Farmer since 1981.
- In collaboration with the Madera Redevelopment Agency and the City of Madera's Beautification Committee, developed the Operation Civic Pride Program which assisted multiple organizations in developing and completing beautification projects in Madera.
- Hosted numerous ribbon cuttings and ground breakings for local businesses to celebrate their opening and/or re-opening that brought additional products and services to the local consumers.
- Hosted the Madera Business Extravaganza to showcase to the community what products and services are available to them in the area. Incorporated the "Buy Local" campaign that reminds our citizens that local sales tax dollars sustain the services that are so important to them, our quality of life, and the culture of our community.
- Co-Hosted the Centennial Luncheon celebrating the City of Madera's 100th birthday and created a Mayor's Yearbook to recognize and promote our city leadership and heritage.



## *Click or Call*

- For more information call: (559) 673-3563
- Or visit us on the internet at: [www.maderachamber.com](http://www.maderachamber.com)
- Or visit us in person at: Madera Chamber of Commerce  
120 North E. Street

## *The Road Ahead*

➤ One of the keys to a strong cultural life in Madera is our business community. Our local businesses generously sponsor, donate, participate, and support our clubs, organizations, and schools in their endeavors, many of which support a rich cultural life. Businesses in Madera, and the consumer, also generate the sales tax dollars that support local government services. The Madera Chamber of Commerce's number one priority is to continue developing and implementing programs to market and foster the well being of our business community and to attract new business to serve the needs of our citizens.

# Education for All Ages



In the last three years, the Madera Unified School District has made the following improvements and enhancements:

- Student achievement levels have risen to record high levels. Adams and Dixieland have both been named state distinguished schools, and Lincoln Elementary has won multiple state awards for its accomplishments. Many other MUSD schools at each level have been recognized for their very high levels of student achievement.
- Four brand new schools have been opened – Madera South High, Chavez Elementary, Pershing Elementary and Parkwood Elementary.
- New school construction has allowed for the formation of attendance areas that keep students in their neighborhood schools. Many schools have either become either strictly walk-only sites or currently feature very little busing.
- A new athletics facility, the Madera South High Aquatics Complex, has been constructed and opened.
- Another new athletics facility, the Madera High pool center, will be fully renovated by December 2010.
- The Madera Adult School has broadened its curriculum so that all community members may become involved in education regardless of age or experiences.
- Land has been purchased for a third high school site, whenever the time comes when it is needed. The site is located at the intersection of Road 26 and Martin Street.
- Madera Unified has grown to over 19,000 students, the largest the district has ever been. Despite the growth, MUSD has kept schools at desirable enrollment levels by constructing new, state-of-the-art schools and modernizing others.



## Community Partner



"Madera Unified takes great pride in providing a system of learning to our students that is second to none. We believe the foundation of any successful community

is in a high-quality local education system. MUSD has remained ahead of the curve by constructing new, state of the art facilities that allow us to educate the leaders of tomorrow and also by providing a sense of pride for the entire community. We are committed to continue working toward making Madera Unified and the city of Madera the best it can be."

**John Stafford**  
MUSD Superintendent



## *Click or Call*

- For more information call: (559) 675-4500
- Or visit us on the internet at: [www.madera.k12.ca.us](http://www.madera.k12.ca.us)
- Or visit us in person at: Madera Unified School District  
1902 Howard Rd

## *The Road Ahead*

- Madera Unified will continue to offer an education to the city's kindergarten through 12th grade students that is recognized around the state for leading to high levels of achievement.
- Keep class sizes at a level conducive to good learning despite the state's budgetary challenges.
- Continue to implement an English language program for the district's English learning students that has already had a tremendous positive impact on Madera Unified students.
- Complete the renovation project of the Madera High pool center, expected to be finished in December 2010.
- Continue to offer – and perhaps expand – the district's credit recovery program, which has given more high school students the opportunity to move toward an on-time graduation.
- Complete a development plan that will map out the district's facilities needs over the course of the next 10 years, taking into account the city's rate of growth and current student enrollment projections.
- Ensure that students and classrooms are always kept as the first priority as public education deals with harsh economic realities on a statewide level.

## Valued Seniors



As diverse as the people we serve, our programs and services offer a broad spectrum of opportunities and experiences for the seniors of Madera County.

### Enhanced the Quality of Life for Older Adults Throughout the Community

- The Frank A. Bergon Senior Center recently underwent extensive renovation thanks to a generous donation by Charles R. Shriner.
- During the past three years the Senior Nutrition Program has served over 200,000 meals to seniors throughout Madera County, including over 80,000 homebound meals.
- Staff operates the Frank A. Bergon Senior Center and the Pan Am Community Center offering a variety of programs and services for seniors.
  - ✓ Low impact aerobics, Active Aging Strength
  - ✓ Class and the Walk and Weights programs.
  - ✓ Weekly dances and a Line Dancing class.
  - ✓ Arts and crafts classes.
  - ✓ Bridge, Billiards and Bingo are always available.
- Older Adults from the Pan-Am Senior Center have volunteered as “homework buddies” during the after school program.
- In an attempt to increase intergeneration program opportunities, the Parks & Community Services After-school programs have taken field trips to the Adult Day Care Center to work with seniors on a variety of projects. Both age groups were surveyed and both groups found the program to be meaningful.
- Madera Adult Day Care provides a Monday – Friday program that includes activities such as exercise and movement, socialization, arts & crafts, health screenings and daily living skills.
- The City of Madera’s Parks and Community Services programs boast a series of new volunteer opportunities for our senior population.

## Community Partner



“As a member of the Board of Directors for the Fresno Madera Area Agency on Aging, I am very pleased to see the progress the City has made with

its services to senior citizens. In addition to expanded programs (like exercise and arm chair travels) the Parks and Community Services Department continues to serve nutritious meals to hundreds of Madera County Seniors each day. The recent remodel of the Frank Bergon Senior Center is a sense of pride for me as a Maderan, and I am pleased that our seniors have a first class facility to congregate and socialize.”

**Nora Salazar**  
FMAAA Board Member  
& Local Business Leader



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- For more information call: (559) 661-5495
- Or visit us on the internet at: [www.fmaaa.org](http://www.fmaaa.org) or [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at: Madera Parks and Community Service 701 East 5th Street



## *The Road Ahead*

- ▶ The Parks and Community Services Department hopes to expand the number of volunteer and paid SERS staff utilized throughout the organization.
- ▶ When the Youth Center opens inter-generational programming will be established in conjunction with seniors from the Bergon Senior Center and Pan-Am Senior Programs.
- ▶ In addition to the recently completed interior upgrades, the Bergon Senior Center is scheduled to have its roof replaced in 2010.



# Healthy Community



## Community Partner

“As the Madera County Community Coordinator for the Central California Regional Obesity Prevention Program (CCROPP), I support community efforts to promote the health and wellness

of our community by creating opportunities for increased physical activity, such as creating walkable neighborhoods and safe places for children to play. Recently, the City drafted policies for our general plan that will develop our neighborhoods into places where walking, biking and other physical activities can be the norm. I am also looking forward to the new youth center. Having a dedicated youth facility is a great way of demonstrating that Maderans see children as a key investment for our city's future.”

**Cristina Gomez-Vidal**

- A community garden was created to allow open public space for neighbors and youth to benefit from gardening opportunities that provide both a healthy physical and social benefit.
- The Vern McCullough River Trail was enhanced with under-crossings to provide greater connectivity and mobility for community residents.
- Colorful maps were created to illustrate the location of community parks and the Vern McCullough River Trail to encourage use.
- National Trails Day was celebrated to encourage community use of the Vern McCullough River Trail.
- Food distributions at our local parks, in partnership with the Madera Local Food bank, provided food to residents. The food bank, in partnership with local churches and community groups, helps to provide food security for our residents.
- Safe routes to school improvements are being implemented. New sidewalks and road and curb improvements support kids walking and biking to school.
- Open campuses at Thomas Jefferson and Martin Luther King Jr. provide additional recreation opportunities to local families.
- MUSD elementary schools are increasing nutritional opportunities for school kids by providing locally grown produce through school “farmers markets” where kids learn the value local produce.





## *Click or Call*

- For more information call: (559) 661-5495 or (559) 228-2140
- Or visit us on the internet at: [www.madera-ca.gov](http://www.madera-ca.gov) or [www.csufresno.edu/ccchhs/institutes\\_programs/CCROPP/](http://www.csufresno.edu/ccchhs/institutes_programs/CCROPP/)
- Or visit us in person at: Madera Parks and Community Service 701 East 5th Street

## *The Road Ahead*

- The City will partner with community members to conduct walk audits to identify short and long term goals for improved walkability and bikeability.
- City, schools and community groups will explore joint use as an economical and efficient method of providing greater access to healthy activities and services.
- The adoption of the City's General Plan will include policies that support surrounding agricultural and encourage nutritious food access including the development and support of farmers markets.
- The creation of the new John W. Wells Youth Center is as a result of the high priority this community places on the physical well being of our youth. By partnering with community, youth will have engaging physical activity opportunities in a safe nurturing environment.
- An organized Trail run/walk will be implemented in conjunction with national trails day.

# Quality Parks & Recreation



The Madera Parks and Community Services Department seeks to build a stronger, more vibrant Madera through improved infrastructure and innovative programming.

## In the last three years, the Parks and Community Services Department has made the following enhancements:

- Improvements to Rotary Park were completed, including: a new skate park, water-play area, walking path, horseshoe pits and play structures.
- 5 additional new playgrounds have been installed in parks throughout Madera.
- A new softball field, concrete patio, concession stand, and restrooms were constructed in Lions Town and Country Park.
- A new Restroom was constructed at Sunrise Rotary Sports Complex.
- Accessible trail under-crossings were completed at Lake Street and D Street.
- The Centennial Park Swimming Pool Facility was rebuilt and is now 100% ADA compliant and accessible features were added in the remodel so that all citizens can enjoy the swimming pool during warm weather.
- Significant renovations were completed at the Bergon Senior Center.
- A Community Garden with accessible pathways was constructed near Centennial Park.
- Increased opportunities in adult sports were provided including flag football and expanded softball seasons.
- Increased activities for youth were offered including pitch, hit, & run, a learn to ski program, intergenerational programming and additional sessions of kids camp.



## Community Partner



"Our community, our health, our environment and our economy all benefit from investments in park space and recreation opportunities. The City of Madera has

demonstrated a commitment to these qualities for its residents by building a thriving system of public parks, recreation centers, trails, and community programs."

**Mary Anne Seay**  
Parks and Community Services Director



## Click or Call

- For more information call: (559) 661-5495
- Or visit us on the internet at: [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at: Madera Parks and Community Service 701 East 5th Street



## The Road Ahead

### In the next 12 Months:

- ▶ The John W. Wells Youth Center will be finished and programming is set to begin.
- ▶ A comprehensive Parks and Recreation Master Plan will be adopted by City Council.
- ▶ Community Development Block Grant (CDBG) funded projects for 2009-2010 will be completed – they include: construction of a dog park at Rotary Park, installation of a new floor in the Pan-Am Center's multi-purpose room, replacement of a block wall with wrought iron fencing at the swimming pool, replacement of picnic pavilion at Pan-Am Park, and re-roofing at the Bergon Senior Center.
- ▶ River Trail expansion will continue to the West from Westberry to Road 24.
- ▶ Trail Under-crossings at Schnoor Bridge will be completed.
- ▶ Additional parking, improved traffic circulation, enhanced traffic capacity and traffic calming at Town and Country Park.
- ▶ New more sustainable practices are being implemented in City maintained landscapes including additional water conservation efforts, experimental organic fertilizers, and an improved mulching program.



## Safe Public



Madera Police Department continues to ensure the safety and protection of its community members through adequate first responses to emergencies and is making great strides in crime prevention through community involvement.

- Madera Police Department has added an additional Officer to the Madera Gang Enforcement Team. This Officer will focus on the education of Madera's youth through classroom presentations.
- A task force has been created to respond swiftly to specific problems within the city. The C.R.U. (Community Response Unit) has made great strides in the fight against graffiti. Their attention to this national problem has resulted in the arrests of numerous tagging crew members.
- The Neighborhood Watch Program continues to grow. Since our last report nine active Neighborhood Watch programs have started. These established programs and the partnership we share has kept crime in these areas at near zero.
- The Business Watch Program is proving very effective. Teaming with the Chamber of Commerce, we are able to share crime trends and suspect descriptions to the actively involved businesses. An initial security assessment is conducted by the Crime Prevention Officer and no business that has had the assessment provided has had a reoccurrence of crime within their business.
- The newest prevention program is Apartment Watch. We have embarked on a Crime Free Multi Housing Program that targets apartment complexes. We, along with Madera Housing Authority, began this program in August and the results have been astounding. In just the first couple months, the calls for service have gone down by 33% and the arrests have diminished by 66%.
- The Safe Walk Program was designed to assist in the safe travel of our kids to and from school. Parents walk outside and are vigilant while Madera's children walk to and from their respective school. While it is unknown if this program has directly kept a child abduction from taking place, citizens taking ownership in the community is certainly encouraging.
- The fire department responds to approximately 2400 calls a year. These include medical aids, traffic accidents, structure fires, vehicles fires, vegetation fires and public service assists.
- Added a firefighter to Station 7 in 2008 bringing staffing to 3 persons per engine.
- Purchased a 2008 Smeal, Type I fire engine that was put into service in July 2009.
- Provide a fire prevention program to more than 2000 children annually in both class rooms and at fire stations.

## Community Partner



"Madera Police Department continues to ensure the safety and protection of its community members through adequate first responses to emergencies and is making great strides in crime prevention through community involvement."

**Michael Kime**  
Chief of Police



## *Click or Call*

- For more information call: (559) 675-4200
- Or visit us on the internet at: [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at: Madera Police Department 330 South C Street

## *The Road Ahead*

- The Crime Prevention Officer will be working out of the John W. Wells Youth Center at Centennial Park. By having an Officer in this Youth Center, it will allow him/her to mentor some of the youth's seeking guidance.
- February 10, 2010, a meeting is scheduled for all multi housing (apartment) owners. We intend to share with them our vision of the Crime Free Multi Housing Program and the success already being seen. The vision of our department, how this will benefit their tenancy stability and how the reduced crime will affect their bottom line income will be the focal points presented.
- Instituting a requirement that all new developments comply with C.P.T.E.D. (Crime Prevention Through Environmental Design) specifications. Complying with C.P.T.E.D. specifications have shown to reduce crime up to 90%. This is a major element in our Crime Free Multi Housing Program.
- Continue the Town Hall meetings as we have done for several years, so that the public's voice can be heard and where appropriate, acted upon. These meetings have proven to be beneficial to not only our community, but how Madera Police Department conducts its daily business.
- Continue to acquire the best technology to improve our chance of success, such as with the extrication equipment obtained through the California Office of Traffic Safety.

## Quality Environment



## Community Partner



"It is the goal of the Public Works Department to provide quality services to the City and the public which include: sufficient clean fresh water, reliable sewer services, street maintenance, storm drainage systems, street cleaning, street lights and traffic signals, while complying with numerous State and Federal regulations which must be adhered to in order to ensure public health. The Vision and Action Plan provides strategies that align these services with the community Vision."

**Matthew Bullis**  
Public Works Operation Director

- Three new wells were added to the City Water System. All total the new wells add an additional 5,000 gallons of water per minute into the City of Madera Water Distribution System.
- In 2007, the City implemented its "blue can" residential curb-side recycling program. This program has helped the City meet its State required 50% waste diversion goal. Today, over 50% of all residential garbage is reused and recycled.
- Over 900 Water Conservation Kits were distributed to our City residents. In addition, under the Water Conservation Rebate program, utility customers of the City of Madera are being offered a \$100 rebate (a \$100 credit to their City utility bill) for replacing their water-guzzling clothes washer with a high efficiency unit.
- Also under the Water Conservation Rebate program, utility customers are being offered a \$100 rebate (in the form or a \$100 credit to their City utility bill) for replacing their water-guzzling toilet with a high efficiency unit.
- In addition, Recycling Division Staff conducted over twenty presentations and community information meetings on recycling and proper handling of hazardous materials.
- State Water Resources Control Board (SWRCB) requires each agency to prepare a Sewer System Management Plan (SSMP). The SSMP is used to identify problems in the sewer system and provides schedules for corrective action. With this document staff is better equipped to control sewer overflows, identify and maintain system deficiencies. The City of Madera prepared the SSMP and it was adopted by the City Council on May 20, 2009.
- The City is promoting a commercial recycling program to keep useable materials generated by businesses out of the waste stream. This conserves resources, extends the life of the landfill, saves businesses money, and reduces the potential generation of methane, a greenhouse gas that is released by improperly managed landfills.
- Over the last three years the Street Division has aggressively repaired many of our City Streets through our City's Reclamite and Chip Seal programs. Reclamite and Chip Seals delays the aging process of old and new asphalt pavements. The product seals the pavement against air and water intrusion and increases the durability of the asphalt, slowing oxidation.

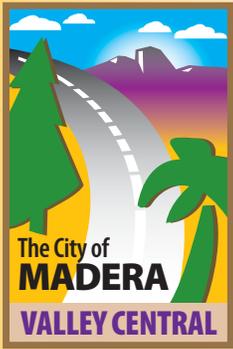


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- For more information call: (559) 661-5466
- Or visit us on the internet at: [www.madera-ca.gov](http://www.madera-ca.gov)
- Or visit us in person at: Madera Public Works 1030 S. Gateway

## *The Road Ahead*

- ▶ Three more water wells are planned for the future. Well 37 at Cleveland and Granada, Test Well 35, located on Ellis Avenue and Merced Street and Test Well # 38, located near Avenue 17 and Freeway 99 have been drilled and will be added to the City System sometime in the future.
- ▶ Participate in the 50/50 Sidewalk Replacement Program. The California Streets and Highway Code, requires that the property owner maintain sidewalks in a condition that will not endanger persons or property, and in a condition which will not interfere with the public convenience in the use of the sidewalk. The term sidewalk includes the park strip, curb and gutters. While the homeowner is responsible to make the sidewalk repairs, the City has initiated a program that allows the City to contribute up to 50% of the cost of the repair work.
- ▶ The Water Conservation Division will continue to develop and conduct education programs for residents on the benefits of water conservation programs.



205 W. 4th Street  
Madera, CA 93637

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On behalf of the City of Madera welcome to our Newsletter which serves as our scorecard to the implementation of the Vision Madera 2025 Plan. The Vision portrays Madera as an attractive community with strong family values, educational and recreational opportunities, entertainment and business opportunities and a safe and healthy environment. Please read on to see what the City and our Community Partners are doing to insure that the Vision becomes reality. Our scorecard reflects a commitment to a bright future and this publication is provided as a public benefit.

**How are we doing Madera?  
Please let us know  
(559) 661-5400**