



# Orinda

## Public Meetings

### City Council

Tuesday, Dec. 20, 7 p.m.  
Library Auditorium, Orinda Library  
26 Orinda Way, Orinda, CA 94563

### Planning Commission

Tuesday, Jan. 10, 7 p.m.  
Sarge Littlehale Community Room,  
Orinda Library

### Citizens' Infrastructure

**Oversight Commission**  
Wednesday, Dec. 14, 2016, 6:30 p.m.  
Sarge Littlehale Community Room,  
City Hall, 22 Orinda Way, Orinda

### School Board Meetings

**Orinda Unified School District**  
Monday, Jan. 9, 6 p.m.  
Regular Board Meeting  
8 Altarinda Rd., Orinda  
www.orindaschools.org  
See also AUHSD meeting page A2

Check online for agendas, meeting notes and announcements

### City of Orinda:

www.cityoforinda.org  
Phone (925) 253-4200

### Chamber of Commerce:

www.orindachamber.org

### The Orinda Association:

www.orindaassociation.org



## Orinda Police Department Incident Summary Report Nov. 20 to Dec. 3

Alarms	38
Noise complaints	4
911 Calls (includes hang-ups)	3
Traffic stops	60
Suspicious Circumstances	10
Suspicious Subjects	10
Suspicious Vehicles	10
Abandoned Vehicle	
200 block Holly Ln.	
Assault/deadly weapon	
CVS	
Barking Dog	
40 block Overhill Road	
Burglary	
Wilder/Wild Lilac	
300 block Camino Sobrante	
Burglary, Commercial	
50 block Washell Way	
10 block Theatre Square	
Burglary, Residential	
300 block La Espiral	
Dependent Adult abuse	
100 block Camino Sobrante	
Dispute	
40 block Lost Valley Dr.	
40 block Underhill Rd. (2)	
Civil	
10 block Theatre Square	
Holy Shepherd	
Disturbance	
Donald Dr./Hall Blvd.	
Moraga Valley Swim/Tennis	
60 block Via Farallon	
Donald Dr./Alice Ln. (2)	
Safeway	
DUI	
St Stephens/Tahos Rd. (2)	
Moraga Way/Glorietta Blvd.	
Field Training	
Miramonte High School	
Hit & Run	
80 block Davis Rd	
Health & Safety violation	
Theatre Square	
ID Theft	
10 block El Sueno	
10 block Sanborn Rd.	
Illegal Entry	
100 block El Toyonal	
Missing Adult	
20 block Peppertree Terrace	
Police/Fire/ EMS	
40 block Underhill Rd.	
Public Nuisance	
Hall Dr./Easton Ct.	
Starbucks	
Reckless Driving	
Hwy 24/Orinda	
Camino Pablo/Claremont Ave.	
Hwy 24/Camino Pablo (3)	
Moraga Way/Glorietta Blvd.	
Village Square	
Camino Pablo/Bear Creek	
Via Las Cruces/St Stephens	
Orinda Way/Camino Sobrante	
San Pablo Dam Rd./Camino Pablo	
Shoplift	
Safeway	
Theft, Petty	
Rite Aid	
Safeway	
Library	
100 block Camino Sobrante	
Theft, Vehicle	
100 block Moraga Way	
Unwanted Guest	
20 block Orinda Way	
Vandalism	
20 block East Altarinda	
Northwood Dr./Southwood	
Warrant Service/Arrest	
60 block Oak Road	



Maureen Wilbur

*Wishing Everyone a Happy,  
Healthy and Prosperous 2017!  
I am blessed to have your support,  
Thank You All.*

Direct: (925)253-6311 | Maureen@MaureenWilbur.com  
www.MaureenWilbur.com

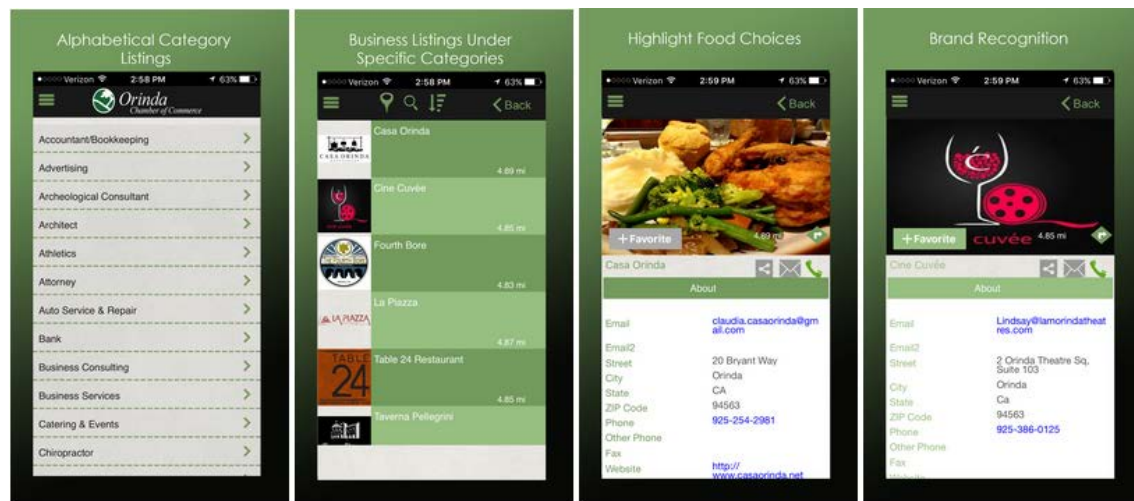
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## Find Local Businesses with New Explore Orinda App

By Sora O'Doherty



Sample screen shots of the Orinda App

Courtesy Orinda Chamber of Commerce

Did you know that the Orinda Chamber of Commerce membership list includes a zoo?

The Orinda Chamber of Commerce recently unveiled a new smart phone application that allows users to easily locate all of the Chamber businesses — including a zoo — by member category. All Chamber of Commerce member businesses automatically receive a listing in the new Explore Orinda app, which will be updated in real time whenever members update their information with the Chamber. Businesses are listed by approximately 60 categories from accountants to zoos, including auto repair, banks, books, caterers, florists, government, jewelers and mortgages.

The development of the Explore Orinda app was a collabora-

tive effort between the Chamber and Champagne Design, according to Champagne Design owner Lynn McAuliffe. McAuliffe said that her company worked closely with current Orinda Chamber President Roy Hodgkinson, who was instrumental in defining what the app was to accomplish and how it would function. It took nearly a year to define and refine the final product with the app developers. McAuliffe added that they are still working on improvements which they plan to implement soon. Chamber Executive Director Sophie Braccini said that the project was initially funded by a grant from the Orinda Community Foundation and that the Chamber is seeking a further grant for future improvements to the app.

Approximately 90 percent of the businesses included on the app are located in Orinda; the other 10 percent are located in Lamorinda and the surrounding area. Any business may choose to be a member of the Orinda Chamber, like the Oakland Zoo, which has the zoo category all to itself. As soon as a new business joins the Chamber, Braccini adds that business to the Website Member Directory and it will then also be available on the app.

Chamber members are responsible for updating the specific information about their business on the website, including logo, social media links, description and most of all, images that support their business. The app has a built-in slide show for each business. Clicking on a business in the app

brings up a detailed landing page that may include a slideshow of images loaded by the business owner. So, for example, Casa Orinda offers photos of the restaurant interior and a picture of its famous fried chicken.

There is no additional cost to Chamber members to be listed on the mobile app, as it one of the resources that the Chamber has developed to help Chamber businesses expand their marketing reach to the community and visitors to Orinda. The Chamber's strategy to counter the negative effects of online shopping on downtown businesses is to remind people about the benefits of doing business locally and to make local businesses easier to locate.

The Explore Orinda app is now available for download on the Apple App Store and Google Play; however Champagne Design is still working out some bugs and planning enhancements. Future improvements may include push notifications for businesses to get the word out to their followers about special events, promotions and sales. Examples of push notifications would be for real estate agents to send out a new home-for-sale listing to their audience as soon as they have the listing available or for a restaurant to announce the details of an event it will be hosting.

## The BEST Way for Local Businesses to Go Green

By Sora O'Doherty

Orinda is turning green, not just for the holidays but all year long, by availing itself of programs designed to lower utility costs and greenhouse gasses at its businesses.

A new California law, SB 32, requires cities to reduce their greenhouse gasses. Gov. Brown signed SB 32 in September, the landmark energy and climate change legislation that requires California to reduce emissions to well below 1990 levels.

Business are trying to reduce their costs and so are looking at increasing energy efficiency. Until recently, however, cities were unaware that businesses within their borders were helping them meet their goals, and businesses were unaware that their efforts are helping the cities.

According to Lynda Deschambault, former Moraga mayor and executive director of Contra Costa County Climate Leaders (4CL), businesses are "low hanging fruit" for cities trying to improve their numbers.

In an effort to bring together businesses and city governments, 4CL held a workshop recently on Cities and Businesses: Working Together to Meet SB 32 and Community-wide Climate Action Plan Goals. One of the presenters at that workshop was Stephen Wolcott, program manager for sustainable energy use at DNV-GL, an

Oakland-based firm. He explained about the Business Energy Services Team (BEST) program offered to small- and medium-sized businesses located in select cities in the East Bay area. The primary focus of this program is to help businesses reduce their electricity cost by increasing their facility's energy efficiency. The BEST program promotes the installation and use of cost-effective, high-efficiency lighting, refrigeration and customized technologies through program incentives.

There are many programs aimed at big business, but not so many that try to help small businesses, like mom and pop shops with under \$1 million profits annually that consume under 200 peak kilowatt hours. That's the majority of Orinda businesses.

Wolcott has been working with Lafayette, Orinda and Moraga to help businesses that have fewer than 10 employees, or whose owners are perhaps non-English speakers, to access energy efficient incentive programs. He notes that there has been a significant uptick in local businesses availing themselves of improvements that may lower their energy consumption while at the same time creating a more pleasant environment for both customers and employees. The Lafayette Chamber of Commerce has been particularly active, and Orinda is also showing increased interest, he says. Orinda has a high number of businesses making use of BEST, according to Jency James, senior consultant for 4CL.

There is a pool of money made available by PG&E, mandated by the California Public Utilities Commission, to be used to provide incentives for California businesses to become more energy efficient. Businesses who undertake im-

provements may find that between 20 and 100 percent of their costs can be offset. BEST is one of the many rebate programs available.

The program has many positive benefits, according to Wolcott. The contractors working on energy efficient installations are local businesses serving their own communities. Cities have to achieve energy goals to increase energy efficiency and reduce carbon dioxide emissions. This proves to be good for the environment without giving anything up, so it is a win-win situation.

For example, a gas station could lower its energy costs by 70 percent by switching to more efficient refrigeration and LED lighting. Since DNV-GL began providing services to this community in 2002, their work has saved on 100 million kilowatt hours.

Wolcott explained that some businesses are hard to reach with

energy efficient solutions, which is why DNV-GL is working with PG&E and municipalities in Contra Costa and Alameda Counties to reach small businesses that might not otherwise be aware of the opportunities open to them.

The programs for 2016 have concluded, but in late January, small businesses can apply for no-cost audits where an auditor will come to the business and assess what the business is capable of doing and advise what it should do. DNV-GL works with nonprofit partners including Sustainable Contra Costa County. If the work required for the energy efficient installation is over \$5,000, there is a program where the work can be financed by a 0 percent loan from PG&E which is then repaid from the energy savings per month. Project costs range from \$75 to \$60,000; most are between \$1,500 and \$10,000.

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