

# Moraga PD warns residents about door-to-door solicitations

By Vera Kochan

Within this past month, Moraga experienced a swarm of solicitors knocking on residential doors without the proper permit issued by the Town's police department. MPD received three complaint calls on Sept. 5 from residents located on Devon Drive, Whitethorne Drive, and Selborne Way. While police managed to locate the solicitors from the first two streets, the Selborne Way individual was not found. The resident told dispatch that the male first rang the doorbell and waited for quite some time before he began knocking on the front door so aggressively that the door rattled, all while shouting loudly to attract the occupant's attention. The resident never opened the door, and two hours later the male in question came back using the same tactics. At that point,

police were called.

MPD Chief Jon King surmised that this group of individuals was hired by a "company" to sell goods (whether legitimate or not) in well-to-do neighborhoods. They are driven as a group to a location and then disperse on foot to their targets with the promise of hefty commissions if sales are made. Some may claim that they're earning money for a trip, while others say they are selling magazines that oftentimes never show up in the purchasers' mailbox. King said that some may use aggressive tactics out of desperation to make a sale.

Moraga's Ordinance No. 239 requires that anyone wanting to sell door-to-door must fill out a Peddlers and Solicitors Permit Application. An appointment must be made when submitting

the application along with Live Scan fingerprinting, having a photo taken, and a background check completed. The permit costs \$125 and is good for one year after issuance. Even with a permit, no soliciting is allowed if a residence has posted a sign prohibiting it on their premises.

Besides the standard personal information on most general applications, the applicant must provide vehicle and business/activity descriptions. Lastly, any criminal record information must be divulged other than traffic violations. When a solicitor's permit is granted, the applicant will receive a laminated permit from MPD containing pertinent information along with a photo of the solicitor that will hang from a lanyard and must be worn in plain sight while

soliciting.

"Most companies that target cities to make sales will check out the cities' ordinances," stated King. However, there are those, as mentioned earlier, who don't do their homework, and MPD relies on calls from residences to draw attention to them. After running a check, "legitimate businesses will be told they need a permit. Some will get a warning and won't listen. When that happens our officers will cite them."

Moraga adopted Ordinance No. 239 in early 2013. "It's my understanding that this ordinance came about from an assault that happened in Lafayette involving a solicitor on a female resident," recalled King.

In Chapter 9.10.010 - Findings and Purpose, the ordinance

states, "The Town of Moraga routinely responds to complaints regarding the conduct and impact of peddlers and solicitors operating within the town who peddle or solicit door-to-door. These complaints have involved misrepresentations or fraud in solicitations or sales, aggressive, threatening and intimidating tactics and the refusal to leave the premises when requested. These complaints implicate the town's interest in protecting the privacy, safety and general welfare of its residents."

King recommends using the services of reputable businesses. "We have a lot of fine local businesses, but we also want residents to know that when someone comes to their door wearing a permit that they have been vetted."

## Letters to the editor

### Lafayette Crosses

I am a US Army veteran who loves the Lafayette Crosses. I write because there have been so many letters to you recently which have been so negative about them that I thought I might try to offer a different perspective. And perhaps suggest a compromise.

Let me begin by acknowledging that my deployment for a year as an infantry officer leading night ambush patrols under fire does not qualify me at all to tell anyone how to respond to places of reverence. I can only describe the experiences I have had when out visiting them and say that based on many, many conversations I have had with fellow combat vets over decades now those experiences are strikingly similar.

In a nutshell, we walk around and in between the crosses (and, of course, the Stars of David, the Buddhist faith emblems, and so on) and we talk to the fallen. We thank them, naturally, we express guilt feelings that we survived and somehow, they did not, and sometimes we tell them how sorry we are that their lives were unnecessarily taken by stupid decisions our leaders made, many of whom never served a day in uniform. Over the course of a walk, our emotions range widely from pride to outrage and beyond. To have a place like this to attend on Memorial Day or Veteran's Day or July 4 or 9/11 is a kind of restabilization we — and maybe many non-vets too — need from time to time. The placard at the top of the hill which formerly carried a number of the dead, updated from time to time, was not maudlin but truly stunning.

Some of the negative letters said that combat vets don't like the

crosses because they don't have names but the vets I walk with strongly disagree. We remind all that any simple visit to the Tomb of the Unknown Soldier shows that names are not needed. (Actually, quite a few crosses do have names and touching personal notes). Before the crosses I would visit the Presidio cemetery and while on my walks there I obviously saw names but I rarely remembered those particulars and did not need to do so in order to accomplish my mission.

That mission was and is to continue my practice of thanking and remembering and regretting and just having intensely human emotions at a tragic sight. One of the letters to you said we have "moved on" and that we need need to erect condos so as to avoid the eyesore of worn out pieces of wood but I truly hope for our nation that we never move on from such a place of reverence. It is simply not enough to watch a TV show of patriotic songs, one must walk that walk and experience it first hand.

But wooden crosses don't last forever. Like our uniforms they fade, and so I suggest that when the time comes to do something, then it should include preserving a decent-sized (not tiny and tucked into a corner) parcel with upgraded crosses and Stars and Buddhist signs of faith. Names are not needed, just the opportunity to be there and feel, really feel, the suffering and the sacrifice that we vets placed our lives on the line to honor and preserve. William Norman Orinda

### Lafayette Hillside Memorial

In response to the Moraga letter re-

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garding the Lafayette Hillside Memorial, I would like to say that he has every right to genuinely react to the memorial as he does, as the Memorial brings up strong feelings for people, all of which are valid. However, before assuming that the people involved in erecting this memorial did not care about the victims of these wars, I would suggest that he inquire further into the history of the memorial and those who were involved in its conception and execution. This memorial was put up on private property by a group of all-volunteers, with no financial backing or help, other than their own personal contributions of money, time and donated materials. The memorial has continued to be preserved in the same way. These symbols were made simply in the backyards of local people's homes with scrap wood and other materials. The intent was to show the extent to which these wars cost and hurt individuals, and further to try to impress upon the public the great number of lives lost. Many of those working on the hillside can assure you that countless times there were veterans and relatives of veterans who came there to personally mourn their losses. And, yes, many of the symbols are personalized by family members and are not anonymous; in fact, one has just been added recently. The appearance of the memorial may not be as polished as some, but it has its purpose to remind us to be grateful for the sacrifices made and the tragic costs of war. Kay James Moraga

slain victims who have fallen in conflict zones around the world remain unidentified and unnamed. In a word, they remain "unknown", often being buried in unmarked graves. As a child visiting Westminster Abbey in London, I was dumbstruck when someone explained the meaning and reason behind the Tomb of the Unknown Soldier there. The power of a memorial to the unnamed is equally inspiring and moving, and for me, fills the gap of ensuring that all slain victims in all conflicts - both named and unnamed - are remembered.

Later in life, I was struck by the power of three words I started seeing on memorials around the world.

First used in 1897, by Rudyard Kipling (a poem called: Recessional) the phrase "Lest We Forget" is so simple and yet so powerful, and I have subsequently seen these three words on many memorials around the world. I have also seen many memorials to The Unknown Soldier in my travels. Clearly, these concepts have universal meaning.

And so, returning to Lafayette, CA, where I have only recently begun to spend my time, I have to say that the Lafayette Hillside Memorial installation makes me proud to be here as it reflects the spirit and energy of a community that is thoughtful, aware, and civically engaged.

I learned the history of the Memorial by reading your recent article and visiting the Hillside Memorial's website and was surprised how controversial it was in the beginning. Now it seems to be part of the fabric of the community; something accepted and appreciated by many when I have inquired about it. It is even marked on Google Maps as The Crosses of Lafayette (whilst failing to recognize the other symbols of remembrance evident on the hillside). Yes, the memorial is a bit weather beaten which is partly why it is so effective in reminding us to not "forget" our freedoms that are so easily taken for granted, and yet which are also so fragile. The Memorial is both a piece of history and a present-time statement giving those who drive or walk by it the chance to pause and reflect.

I end with a quote by renowned war correspondent Robert Fisk, who

described war as being "primarily not about victory or defeat, but about death and the infliction of death. It represents a total failure of the human spirit."

In my view, the message that the Lafayette Hillside Memorial presents is a powerful and relevant attempt at reminding us what the opposite of that total failure can look like. For me it represents the compassionate, empowering, and honoring elements of the human spirit, and is one of the things that makes this city special. Max Anderson Lafayette

### Updates on Crimes in Lamorinda

I frequently hear anecdotal reports of crime in our area, specifically about car theft, burglary and retail theft and, on at least one occasion, have encountered it in person. Yet, there is never any mention of crime in the Lamorinda Weekly. We have articles about wildfire preparedness, flood preparedness but never anything about the crime situation in our collective community.

Granted, we have the weekly blotter report but that tells us nothing about trends, prevention or the effectiveness of crime prevention on the part of our local police departments. Somewhere between the apocalyptic whining on 'Next Door Las Trampas' and sticking our heads in the sand and pretending there is no crime in our pristine communities, there must be a happy medium. It would be most helpful if we could get periodic articles from the three police departments, addressing trends in crime, recommended preventative measures and the effectiveness of our police in solving crimes when they happen. Byrne N. Sherwood, Jr. Lafayette

*Editor's note: The Chief of the Lafayette Police gave a briefing to the Lafayette City Council and Lamorinda Weekly reported in our April 12 edition. The article can be found at [www.lamorindaweekly.com/archive/issue1704/Lafayette-Police-Chief-presents-2022-crime-stats-to-council.html](http://www.lamorindaweekly.com/archive/issue1704/Lafayette-Police-Chief-presents-2022-crime-stats-to-council.html)*



**When I say "good," you say "neighbor."**

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**Now that's teamwork.**  
CALL FOR A QUOTE 24/7



### To whom it may concern

Having recently moved to Lafayette, and only slightly less recently become a citizen of this country (30 years and counting), I am saddened to read the two recent letters in your publication (9/13/23 issue).

I read them both with curiosity, especially ex Medical Service Corps officer John Dutton's. While I understand his points about the power of memorials showing the names of the fallen, I think there is an equally strong and powerful point about memorializing war, death, and destruction, and that is - many of the

**Public Safety**  
**Emergency response:**  
Emergency: 24 Hours 911  
Police Dispatch: 24 Hours  
925-284-5010  
Nixle: Text your zip code to 888777 or go to [www.nixle.com](http://www.nixle.com)

**Lafayette Police Department:**  
3471 Mt. Diablo Blvd. 925-283-3680  
Chief of Police, Ben Allidritt  
925-299-3221  
Police Department Tip Line  
94549Tip@gmail.com  
Police Department Traffic Issues  
94549Traffic@gmail.com

**Moraga Police Department:**  
329 Rheem Blvd., 925-888-7055  
Chief of Police, Jon King ext. 7049

**Orinda Police Department:**  
22 Orinda Way 925-254-6820  
Chief of Police, Ryan Sullivan  
925-254-6820  
[Orindatip@cityoforinda.org](mailto:Orindatip@cityoforinda.org)

**Lafayette Police Department Incident Summary Report Sept 3 - Sept. 16**

Alarms	37
911 Calls (includes hang-ups)	12
Traffic	104
Suspicious Circumstances	6
Suspicious Subject	16
Suspicious Vehicle	9
Service to Citizen	37
Patrol Req./Security Check	32
Public/School Assembly Check	3
Supplemental Report	19
Vacation House Check	15
Welfare Check	12
Ordinance Violation	0

**Vehicle violations**

AAuto Burglary	
1000 Block Serrano Ct.	
Hit And Run Misdemeanor	
1200 Block Pleasant Hill Rd.	
3800 Block Happy Valley Rd.	

Police Department	1200 Block Pleasant Hill Rd.
Reckless Driving	Mt. Diablo Blvd./Happy Valley Rd.
(2)	Reliez Station Rd./Olympic Blvd.
	Oconner Dr./Moraga Rd.
	Pleasant Hill Rd./Deer Hill Rd.
Vehicle Theft	3200 Block Stanley Blvd.
	10 Block Old Millstone Ln.
	3600 Block Mt. Diablo Blvd.
<b>Other criminal activity</b>	
Commercial Burglary	3400 Block Hall Ln.
Computer Fraud	3500 Block Mt. Diablo Blvd.
Fraud False Pretenses	80 Block Silverwood Dr.
	Police Department (2)
	3500 Block Mt. Diablo Blvd.
Grand Theft	3400 Block Mt. Diablo Blvd.
Identity Theft	800 Block Broadmoor Ct.
	3200 Block Lucas Cir.
	3600 Block Mt. Diablo Blvd.
	900 Block Happy Valley Ct.
Petty Theft	1000 Block Carol Ln.
	900 Block Moraga Rd.
	El Nido Ranch Rd./Sunnyhill Rd.
Petty Theft From Veh	Brook St/Hough Ave.
Residential Burglary	3900 Block S Peardale Dr.
Shoplift	3600 Block Mt. Diablo Blvd. (2)
	3500 Block Mt. Diablo Blvd. (4)
<b>Nuisance to the Community</b>	
Disturbance-domestic	1400 Block Tichenor Ct.
Loud Motorcycle	900 Block Village Center
Loud Music	3400 Block Black Hawk Rd.
	1400 Block Rancho View Dr.
Loud Noise	St Marys Rd./Glenside Dr.
Public Nuisance	Sundale Rd./Highland Rd.
	Marsha Pl./Silverado Dr.
	3500 Block Golden Gate Wy
	3600 Block Mt. Diablo Blvd. (3)
	700 Block Los Palos Dr.

600 Block Murray Ln.	
Reliez Valley Rd./Mcgraw Ln.	
4000 Block Mt. Diablo Blvd.	
Vandalism	Hough Ave./Brook St.
<b>Other</b>	
Animal Cruelty	3500 Block Moraga Blvd.
Fireworks	Fairholm Ct./Reliez Valley Rd.
H&S Violation	3500 Block Mt. Diablo Blvd.
In Custody Theft	3500 Block Mt. Diablo Blvd.
Trespass	3300 Block Mt. Diablo Blvd.
	20 Block Samantha Dr.
Unwanted Guest	3300 Block Mt. Diablo Blvd. (2)
	3600 Block Mt. Diablo Blvd.
Violation Restraining Ord	1400 Block Tichenor Ct.

**Moraga Police Department Incident Summary Report Sept. 12 - Sept. 18**

Alarms	7
911 Calls (includes hang-ups)	20
Traffic	20
Suspicious Circumstances	1
Suspicious Subject	2
Suspicious Vehicle	4
Service to Citizen	15
Patrol Req./Security Check	12
Public/School Assembly Check	6
Supplemental Report	3
Vacation House Check	0
Welfare Check	1
Ordinance Violation	1

**Vehicle violations**

Excessive Speed	St Marys Rd./Bollinger Canyon Rd., Rheem Blvd./Fernwood Dr. Rheem Blvd./Chalda Way St Marys Rd./Ifo The College Moraga Rd./Skatepark St Marys College Moraga Rd./Moraga Way Reckless Driving Canyon Rd./Camino Pablo
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**Other criminal activity**

Fraud False Pretenses	100 Block Brookfield Dr.
Identity Theft	Police Department (2) 700 Block Crossbrook Dr.
Warrant Arrest	Rheem Valley Shopping Center
<b>Nuisance to the Community</b>	
Loud Music	70 Block Miramonte Dr. (2)
Loud Party	100 Block Ascot Ct
Vandalism	Not Available 2100 Block Ascot Dr.
<b>Other</b>	
Litter	Moraga Rd./Moraga Way
Trespass	1400 Block Camino Peral
Unwanted Guest	St Marys College

**Orinda Police Department Incident Summary Report Sept. 3 - Sept. 16**

Alarms	50
911 Calls (includes hang-ups)	8
Traffic	57
Suspicious Circumstances	7
Suspicious Subject	10
Suspicious Vehicle	6
Service to Citizen	56
Patrol Req./Security Check	19
Public/School Assembly Check	1
Supplemental Report	22
Vacation House Check	0
Welfare Check	4
Ordinance Violation	3

**Vehicle violations**

Accident Property	Moraga Way (2)
Auto Burglary	500 Block Tahos Rd.
Hit And Run Misdemeanor	600 Block Miner Rd.

Reckless Driving

Camino Pablo/Los Amigos	100 Block Brookwood Rd.
Moraga Way/Brookwood Rd.	Camino Don Miguel/Miner Rd.
Camino Pablo/Moraga Way	St Stephens Dr.
San Pablo Dam Rd./Wildcat Canyon Rd.	

**Other criminal activity**

Fraud Credit Card	20 Block Irwin Way
Petty Theft	80 Block Via Floreado
Petty Theft From Veh	100 Block Casa Vieja Pl.
<b>Nuisance to the Community</b>	
Disturbance-fight	Camino Pablo/Miner Rd.
Disturbing The Peace	Camino Pablo
Loud Music	Camino Sobrante
Loud Noise	30 Block Marston Rd.
	50 Block Stanton Ave.
Loud Party	No House Number
Public Nuisance	10 Block Broadview Terrace
	10 Block Whitehall Dr.
	80 Block Davis Rd.
	Moraga Way (3)
Vandalism	20 Block La Madronal
Vandalism - Felony	100 Block Camino Pablo

**Other**

Brandishing Weapon	Donald Dr.
Corporal Injury Spouse	Alta Vista
	10 Block Irving Ln
Failure To Obey	Wildor Rd./Big Leaf Rd.
Mentally Ill Commit	Altarinda Rd.
Revocation Of Probation	Orinda Way/Camino Pablo
	Orinda Way/Santa Maria Way
Terrorist Threats	Moraga Way
Trespass	80 Block Davis Rd.
	500 Block Orindawoods Dr.