

HOLLYWOOD PARK HERALD

Published for Hollywood Park and Carleton Tract by your Hollywood Park Neighborhood Association



Wednesday, March 21
Hollywood Park Elementary School
4915 Harte Way
6:00pm - Social and Potluck
6:30pm - General Meeting

Join us for the Hollywood Park Neighborhood Association's General Meeting. There will be opportunities to socialize with your neighbors and get all the latest information about what's going on in our neighborhood. Please bring a dish to share.
(HPNA will provide plates, napkins, utensils, soda and water)

Shining a Light on Hollywood Park

On the boardwalk along Front Street and the Sacramento River, just south of Tower Bridge, there is a permanent outdoor display of different historic street lamp posts found in Sacramento neighborhoods, including one of Hollywood Park's quirky street lights.

The plaque at the base of the lamp post style called the "Sacramento Pole" describes Hollywood Park's street lights as "1950's - 1960's, Variation of Woldit Pole, Unique to Sacramento, Installed in Hollywood Park, South Land Park Village, Fullertown, Greenhaven".



It's Time to Join HPNA or Renew your Membership

The Hollywood Park Neighborhood Association is 100% Volunteer-run and receives little outside money to fund community-building and enriching activities. Membership dues are just \$15/household for the year. This is an extraordinary value for Neighborhood Clean-ups, Movie Night, and keeping an eye on how the city plans to change our neighborhood.

As a Thank You for your membership, we will provide you with a new-member packet that includes two membership cards, an HPNA magnet, a calendar, and a welcome letter. Please contribute to the continuing improvement and maintenance of our neighborhood by joining or renewing today.

Hollywood Park Elementary School Annual Golf Tournament

Saturday May 19th, 2018
Land Park Golf Course

Tee Times available between 11am-3:00pm
Cost per player \$65.00
Includes Reception and Tournament Games

Prizes awarded at multiple holes including rounds of golf for "Closest to the Pin" and "Longest Drive"

Reception to follow (Location TBD)
2 drink tickets and appetizers will be served
R.S.V.P attendance at the reception

Contact Tenley Luke to schedule your tee time
tenley-luke@scusd.edu

Tee times reserved upon receipt of payment.

Letter from the HPNA Board of Directors

Neighbors,

Our neighborhood has been the site of a tragic car accident that resulted in the death of a neighbor and serious injury to her grandson. We have all heard about or experienced other disturbing acts of theft and vandalism. And, we would all change something about how Hollywood Park looks or how neighbors act. As a neighborhood, we can all agree that we aspire to make Hollywood Park as safe and enjoyable to live in as possible.

We, the HPNA Board do not have all the answers to these serious problems. But, we are a resource to bring neighbors' time, energy, and ideas together to make important changes. And, to create a social fabric that makes our community more connected and empowered when tragedy strikes.

There are over 3,600 residents of Hollywood Park and Carleton Tract. That is a lot of voices that can lift up an important issue and spark changes at the

level of our neighborhood and our city government. There are 9 seats for HPNA Board of Directors, and currently only 6 are filled. This means there is room for 3 more neighbors to contribute their time, energy and ideas by joining the Board.

HPNA Board members have met with public officials and our elected city representatives about how to prevent any more pedestrian fatalities or injuries. After those meetings, it is clear that more resident involvement and advocacy is needed for Hollywood Park's traffic safety issues to become a higher priority for city spending and project development. There are simply not enough public funds available to fix every problem immediately. If we want to transform Freeport Boulevard into a pedestrian-friendly street, we have to engage in an organized way with our city government. We have to organize if we want to make our voices heard.

But, while pedestrian safety and controlling the heavy traffic on Freeport

Boulevard are major issues, we know there are many other issues that concern HP residents. This is only one example of an issue that has huge potential to be addressed if residents contribute to finding a solution. The key in tackling big problems like pedestrian safety, or crime, or the lack of a park in Hollywood Park is to unite the power that we have as a neighborhood. These issues impact all of us, which means it starts with you.

This letter is a call to action, to challenge each of you to learn more about an issue you care about and find a way to get more involved in solving it. But, it is also an invitation, to come to an HPNA meeting or contact a Board member so that we can hear from you and be a part of unifying our multitude of voices demanding change. The HPNA Board is small, but we can amplify the neighborhood's concerns – if we have connections with neighbors who want to engage with the issues.

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The Way Home

By John C. Reiger

When I moved into this neighborhood many years ago (so many it's best not to think about it) I discovered that there were a lot of different ways I could get to my home from the surrounding major streets. I'm sure that's true for many of you who do not live near those busy streets. After taking the closest, most obvious route a few times I got bored with it and decided to try other ways home.

We have a number of options for getting into Hollywood Park. Some might be called major inroads, like Irvin Way or 23rd Street. Others are little ones that are used mostly by folks living on or near them, like 20th Ave. or Carmela Way, but even the little ones can offer interesting sights, especially during the holiday decor times or the colorful spring and fall.

Way back then we didn't have to deal with speed tables, humps or bumps. Today those obstacles can dictate your most comfortable route in. I often choose one street over another based on how much up and down motion I feel like enduring that day. Carrying a fragile load is another factor in route choice. I doubt that anyone enjoys the speed bumps but they have served their purpose in cutting down on speeding, and have caused me to become familiar with more streets in our neighborhood.

So next time you have a few extra minutes, and are tired of looking at the same intersections and the same front lawns, try one of the roads less traveled. Check out the rest of the neighborhood. But watch out for the little critters, human, feline, and canine.

Enjoy your drive home.



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Making the Streets Safe for All

By Councilmember Jay Schenirer



We are all aware of the horrific hit-and-run collision on Freeport Boulevard and Oregon Street that happened on January 31. Two people were hit by a car – including a young Sutterville Elementary student – as they tried to cross a busy five-lane street. Tragically, the woman lost her life and many other lives

have been impacted.

Although the investigation for this specific collision is currently under way, we know this is not only about this intersection – it's about making a healthy and safe environment for anyone using our streets. The City's Vision Zero plan – to be brought to the Council later this spring, is a comprehensive and ambitious effort to eliminate traffic fatalities and severe injuries through policies, infrastructure investments, and public outreach to pedestrians, bicyclists and drivers.

The City is collaborating with others to use Vision Zero to develop data-driven solutions for Freeport Boulevard and surrounding neighborhoods. Many have been and will continue to be a solution to these efforts, including my office, City Public Works/Traffic Investigation, Sacramento Police Department, the Sacramento City Unified School District, principals of the four neighborhood schools (Hollywood Park, Leonardo da Vinci, Sutterville, and St. Roberts), and neighborhood associations (Hollywood Park, South Land Park, Land Park). We have all met in the past weeks to develop constructive solutions for the neighborhoods surrounding Freeport Boulevard.

In the short-term, the City is:

- Putting in signage along Freeport to slow traffic, including adding speed feedback/radar signs and other warning signage.
- Sacramento Police will also be doing more frequent enforcement in the neighborhood to address speeding – especially during student pick-up and drop-off times.

In the longer-term the City will:

- Conduct an updated safety assessment on Freeport south

of Sutterville Road, which will allow us to ultimately redesign streets to serve residents as well as commuters.

- Pursue additional funding to install high-visibility crossing beacons – especially in our intersections with the highest collision rates.
- Work with schools to improve our communications with parents and residents around distracted driving and updates on street improvements, and
- Increase outreach to our students and neighbors about pedestrian and bicycle safety.

It will take this combination of street investments, enforcement, and education of pedestrians, bicyclists, and drivers to be successful and safe.

Additional Updates from the City of Sacramento

Spring is just around the corner – I have spent a good deal of my time over the past couple of months talking to Hollywood Park residents and wanted to provide updates about the issues you are talking about most – and how we can work on addressing these problems together.

1. Traffic and Bike/Pedestrian Safety.

The collision last month between two pedestrians and a car on Freeport and Oregon is still engrained in everyone's minds to say the least. Another article in this newsletter addresses more details of what my office, City staff, and the Council are doing in the short- and long-term. As part of the City's Vision Zero policy and action plan, more will be done more quickly to not just put a 'band-aid' on an intersection, but to look at a combination of meaningful infrastructure, enforcement, and education affecting pedestrians, bicyclists, and drivers.

2. Neighborhood Crime & Safety.

Hollywood Park has had a number of car, package, and bicycle thefts in the last few months. Sac Police is going to be increasing patrols in Hollywood Park, and doing a few 'bait package' and 'bait car' operations in the next few months. Please remember to use high quality locks that are not easily defeated and to store your property where they are not easily tak-

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en. You can register your bicycle, with serial number and report any stolen property online at sacpd.org. Many residents have asked about installing new streetlights on some of our darker streets – this tends to be fairly expensive for both the City and homeowners who may be required to take on a lighting district assessment – but please contact my office to see what might be possible.

3. Improving our Business Corridors.
A lot of resident comments have been about the aging businesses on Freeport Boulevard. My office has worked over the past years to develop plans to activate Broadway, Stockton Blvd., and Franklin Blvd. corridors, and we would like to re-initiate a business association or district to encourage reinvestment on Freeport. Stay tuned for a Spring Business Walk where I hope to meet many interested in coming together to improve the Freeport corridor.

4. Homelessness.
This is still the most important Citywide issue. It impacts everyone – residents, businesses, and visitors - and affects our overall economy, transportation systems, public safety, and services. We are beginning to address issues experienced by those affected by homelessness:

temporary and longer-term housing options, mental health and health services, and coordination with public, private, and nonprofit partners. We are still a long way from solving this, but we are developing the programs to get us there.

5. Housing and Gentrification.
Simply put, the City will not be successful if people cannot afford to be in their homes. This challenge is one that, in collaboration with my colleagues on the Council, I plan to work on in the coming months and years. We also need to protect our historic neighborhoods and insure that folks are not pushed out due to rising rental costs. I hope to bring our community together for these discussions and develop real solutions for all our residents.

Some of these issues are big – covering the entire City, and others are as close as your front porch or street corner. I am glad to support and help resolve them as your City Councilmember. I look forward to continuing to work together to create a better Sacramento!

Please don't hesitate to reach out to me at jschenirer@cityofsacramento.org or 916-808-7005.

Centennial Christian Preschool

Centennial Christian Preschool is a ministry of Centennial United Methodist Church located at 5401 Freeport Blvd. We have been in operation since 1972. We offer 2 morning parent participation preschool programs, and a daily afternoon Pre-K. Please visit our website at www.centennialpreschool.com for much more information!

It's a busy time at Centennial Preschool as we are in the midst of our fall 2018 enrollment. We want to thank the many families that refer their friends and family to us, as we don't formally advertise. If you are looking for a quality preschool program, the very best one is right here in your neighborhood.

The preschool children will enjoy a fun morning of roller skating this month at our all school skating party at Kings Skate in Elk Grove. It's always so much fun!

We will also learn about People In Our Neighborhood and welcome visits from a dentist, radio broadcaster, and a firefighter, all of whom are parents of children from Centennial Christian Preschool.

We are also busily planning for our evening at Fairytale Town. On Friday, May 11th, our preschool families and their friends will gather together for a magical night at our favorite spot in Land Park! Tickets will go on sale May 1st.

If you have any questions about our program, please contact Denise Tessman at 916.453.0976.

Hello Neighbors and Friends! Happy Spring to all!

Kindergarten registration started in February. We still have space available. You may come directly to the office or to our Enrollment Center at Serna if you have a child who will 5 by September 1st. If you are planning for Open Enrollment, give us a call and I'd be happy to give you a personal school tour.

Our Annual HPE Golf Tourney is sneaking up quickly. Come play golf with friends, neighbors, city officials, and district personnel. This is a big fundraiser for our school...you will be helping out a great cause!

Our CLARA Visual and Performing Arts program is running strong and the kids adore it! We are so fortunate to have the committed partnership which provides arts for students in every grade. It also

compliments our Crocker Art Docents in 5th and 6th grades, and our Kinder-2nd grade Music program with Mr. Cooper.

Irrigation went into our garden troughs and we hope to see some veggies growing soon. Have a great Spring!

From Ms. Luke,
Principal of Hollywood Park Elementary
Your Neighborhood School

HPNA advocates for better conditions in Carleton Tract and Hollywood Park

In February, Board members from the Neighborhood Association engaged with the City of Sacramento twice. The first meeting, the “District 5 Neighborhood Leaders Meeting” took place on February 7th. To address the interests of all District 5 residents, Councilmember Jay Schenirer’s office invited presenters from the Police Department as well as city employees from the divisions that oversee traffic, homelessness service coordination, and cannabis policy.

Lt. Zach Bales of the Police Department’s South Command reported that crime in District 5 had decreased in almost every category from 2016 to 2017. In a breakout session, Lt. Bales and Lt. Monk spoke more about law enforcement related to homelessness. They reported that of about 36,000 calls for service, 11% were related to homelessness. Unfortunately, there is little the police can do about homelessness. On private property, arresting a person experiencing homelessness isn’t even allowed until the 3rd call unless the police also witness the individual committing an illegal act. In brief, Sacramento can’t arrest its way out of the homelessness problem.

Emily Halcon, the City’s Homelessness Service Coordinator, noted that services for people experiencing homelessness are usually provided by the county. In Sacramento’s unusual set up, her office aims to “fill the gaps” that non-profits can’t. The biggest initiative, for her 2-person department, is called Pathways to Health + Home. This program is focused on “placing Sacramento’s most vulnerable and fragile homeless residents at the center of a more coordinated, responsive, and sustainable health and housing system of care” Read more about that at (<http://www.p2hh.com/>). The division’s other big project is maintaining Homeless Triage Shelters



(<http://bit.ly/2BPYGKA>). According to the website, “...the 2017 homeless point-in-time count...estimated that at least 2,052 people sleep unsheltered every night in Sacramento”. The triage centers, which are only active between December and March right now, are intended to house and provide services to 200 people per night (<http://bit.ly/2tQ84YT>).

With regard to cannabis, Joe Devlin, Chief of Cannabis Policy and Enforcement, shared the 3 kinds of permits required for businesses involved in recreational cannabis: conditional use permits (CUP), planning permits, and business operations. 17 of 159 CUPs have been awarded. 1 of 9 business permits have been awarded.

Lt. Dan Monk of the East Command of the Police Department added that it had been roughly 2 weeks since they set up the Illegal Marijuana response team. That team is dedicated to finding and shutting down illegal grow operations. <http://www.cityofsacramento.org/marijuana>
In terms of Public Works’ issues, Jennifer Donlon Wyant, the City’s Active Transportation Program Specialist, shared that much of the focus has been on eliminating traffic fatalities by 2027. This objective is called “Vision Zero” and has been adopted in various forms nationwide. A description of Sacramento’s role and a draft of the plan are available at <http://bit.ly/2GJy8tX>.

The second meeting was spurred by the collision between a vehicle and pedestrians on Freeport Blvd at Oregon. It took place on February 12th. In this meeting, the stakeholders included D5 City Council member Jay Schenirer and his staff, staff from Council member Steve Hansen’s office, members of the Sutterville Elementary School PTA, and board members from the HPNA and South Land Park Neighborhood Association as well as a couple concerned community members.

Interim City Traffic Engineer, Ryan Moore, stated that the key to traffic safety is the 3 “E”s: Education, Enforcement, and Engineering. In the short term, the city plans to address the first 2 “E”s. On Friday, February 16, Allison Joe, the Chief of Staff for Jay Schenirer started to address the first E, Education, by meeting with local schools to discuss how they will educate children on the dangers of crossing a busy street where there is no crosswalk. Captain Alisa Buckley, from Sacramento’s South Police Command, has committed to addressing the second E, Enforcement, by increasing police presence along Freeport near Oregon at times that align with the start and end of the school day. The police plan to pull-over and ticket speeding drivers. Police presence and writing tickets have been shown to be effective in reducing driver speed.

The third E, Engineering, is harder to address because studies and construction are expensive. It’s also difficult to know how best to address the traffic needs of Sacramento’s south area. There have already been several suggestions including adding a stop sign between the existing lights, adding a sidewalk curb extension called a “Bulb-out,” installing a median in the center of the street to discourage pedestrians from trying to cross or “Road Diet” which would reduce the number of

lanes in Freeport from 5 to 3 as was done north of Sutterville. None of these suggestions appear feasible right now. Council member Schenirer's office has offered some solutions. Already, two Radar Feedback signs that show the speed limit and the speed at which the passing vehicle is traveling have been added to Freeport. The city also plans to add signs warning against speeding. Long term, Council member Schenirer has requested that the city install another "High-intensity Activated Crosswalk" (HAWK) Beacon Signal on Freeport. These signals have either the red hand or the walking person symbol and respond to push buttons. The city is also planning to conduct a traffic study near Florin to capture areas where drivers speed and determine if the entire road's speed limit should be reduced. In both meetings, participants asked what we could do to advance safety initiatives in our area. One route is to start-up a Property Business Improvement District or (PBID) for Freeport. PBIDs, essentially, use money from surrounding businesses to improve the areas around them. Council member Schenirer and Hansen have been talking about working with Raley's (when it opens) to establish such an agency on Freeport. The other route is to form groups, come to city council meetings, make phone calls and write letters. When there isn't money, there is strength in numbers. In our area, the Neighborhood Associations are the hubs for such groups.

HPNA Partners with The Sacramento Tree Foundation to Bring First in Series of Free Tree Care Workshops

By Cassandra Shahani

The diverse assortment of mature trees in Carleton Tract and Hollywood Park are special. These neighborhoods share a 22% tree canopy. In short, that means a person walking around the neighborhoods would see tree leaves and branches 22% of the time that she or he looked up toward the sky. That number approaches the figure for all of Sacramento which, the Sacramento Bee reported as 23.6% in April 2017. With five years of drought followed by two years of heavy rains and mighty winds, however, it's hard to know if our local trees are healthy. In Sacramento as a whole, 80% of trees are on private property, like residences and businesses. The city doesn't oversee those trees so, that responsibility falls on the property owners. Because most Carleton Tract and Hollywood Park residents are not tree experts, the Neighborhood Association in Partnership with the Sacramento Tree Foundation has been working to get information to residents in easy, accessible formats. On February 10, the partnership held its first workshop of 2018. Titled "Ask a Tree Expert," this event was an opportunity for residents to get free advice about their trees. The expert of the day was a Sacramento Tree Foundation employee, Pamela Sanchez. With degrees in Horticulture and Urban Forestry from UC Davis and serving as an ISA Certified Arborist Municipal Specialist®, Ms. Sanchez easily answered questions about everything from planting new trees to removing dead ones.

Residents sat in the auditorium-style seats of the Jointed Cue's Tournament Room and snacked on sugar cookies. Neighbors also shared solutions that worked for them related to tree placement and care. Over the next year, the partnership plans to hold several more tree-focused, community gathering opportunities. Topics presently planned include young tree care, mature tree care, and watering techniques. The partnership is also planning recreational events such as a community bike-ride in the early spring. Aside from learning about caring for existing trees, the partnership is also working to remove dead and dying trees and plant new ones. Tree removals are planned for late September and new tree planting are planned for early October. All of the workshops and the new trees will be provided for free. The partnership is seeking funding from the office of District 2 County Supervisor, Patrick Kennedy to subsidize the cost of removing dead trees. The office of District 5 City Council member, Jay Schenirer, has also committed to helping coordinate and potentially fund a block party that will take place during the Big Day of Planting in October. The schedule of events and other interesting things that come up will be on the partnership's webpage: <http://www.hollywoodpark95822.org/sac-tree-partnership/> If you want to be a part of the team that plans and executes these and future workshops, reach out to Cassandra Shahani via email cassandra@hollywoodpark95822.org

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Neighborhood Improvement Committee

By Irene Wilson

Congratulations to the winners of the "Holiday Houses" decorating contest. They were the Ruiz family on 23rd Ave., the Alarcon family on Helen Way and another family on 23rd Ave. They all received gift certificates to El Novillero Restaurant donated by the Franklin Boulevard Business Association. Thanks goes to Jo Matranga, Ellynrose Sheehan, Carol Hedrick and Mike Kubota for a great job judging the contest. Everyone appreciates the decorations that bring sparkle to our neighborhood every holiday season.

A big thanks also goes to the 35 volunteers on the "Red Bow Team" who hung 300 red bows on our lamp posts this holiday. This is our 14th year decorating our lamp posts and I think the neighbors look forward to seeing them go up around Hollywood Park.

A little winter reminder to have your mistletoe pruned out of your Modesto Ash trees before the leaves appear. The mistletoe can eventually kill your tree and spring is just around the corner. If you are interested in joining our committee, contact me at iwilson5@netzero.com

Major Changes to Voting: Get Ready for June 5 Primary Elections

The Voter's Choice Act has changed how Californians vote and will go into effect for the June 5 primary elections. All registered voters will receive their ballot in the mail. Then, the voter can choose one of three ways to return his/her ballot: by mail, by dropping it in any ballot box, or by taking it to any vote center. Also, you can register to vote at any time including on Election Day. Ballots will be mailed to voters on May 7. To learn more or locate ballot return locations, go to <http://www.elections.saccounty.net/>.

There will be several contests on the June 5 ballot. You can vote in the primaries for US Senator, US Representative, Governor, State Senator, State Assembly, Board of Supervisors, and City Council.

Also, come to the HPNA General Meeting on March 21 for a candidate forum for our District 5 city council representative. Incumbent Councilmember Jay Schenirer and candidate Tamika L'Ecluse will attend and participate in a discussion with neighbors about neighborhood issues.

Longtime Hollywood Park Resident Passes



Catherine "Katie" Bord (nee Winans), died on January 11, 2018 at her home in Sacramento, CA. Katie is survived by her grandchildren, Aimee, Arik and Andrea Bord and her great-grandson, Ashton James Jia. She is preceded in death by her husband, Adrien Bord, and her son, Anthony "Tony" Bord. Born in Shiloh Township, IL, Katie grew up happily on the family farm. Married

to Adrien Bord (US Navy Vet) in 1941. Welcomed son, Tony, in 1946. They settled in Hollywood Park, in 1950. Adrien taught at Sacramento City College for many years. Katie raised their son, Tony. The Bord house was known for its joy and fun! Adrien was always busy with one of his "projects" which Katie celebrated and even encouraged. On any given day one could find kiwi vines growing, a fishing boat in the backyard or even someone swinging from a circus trapeze! The rooms were often filled with music from someone playing the piano, the radio or records. The neighbors on Irvin Way were a close bunch. Kids would run back and forth between the houses, parents would meet for coffee and Happy Hour was mandatory! When Adrien decided to add on to their home (enclosing the front porch and expanding the back bedrooms) all the neighbors pitched in to help.

Katie lived life like each day was a new adventure. She walked 2 miles everyday and completed the NYT crossword puzzle (even on Sunday!). In her 90's Katie learned how to work a smart phone and iPad so she could look at pix of her great-grandson. Katie's birthday party became an annual event, and in 2017 she celebrated a joint party with her great-grandson Ashton (they shared a birthday). An avid reader and book lover, Katie was a dedicated volunteer of Belle Cooledge Library. Katie loved and lived for her family and friends and she will be missed by all those who loved her.

Celebration will be held at 2313 Irvin Way from 12-3pm on March 10th. In lieu of flowers, donations can be made to Belle Cooledge Library.

Hollywood Park Neighborhood Association Membership Form

Join us in making good things happen in our community.

Fill out the form below and bring it to a meeting, drop in the mail or visit hollywoodpark95822.org to join online.

Make checks payable to HPNA and mail to PO Box 22278, Sacramento CA 95822

Dues are \$15 per household per calendar year (January to December).

Please feel free to donate an additional amount on top of your membership fee--we can always use the help!

Name(s) _____ Phone _____

Address _____ Email _____

Membership is open to any person or family residing or owning a house or business within the boundaries of Hollywood Park Neighborhood Association. Members are entitled to vote at HPNA meetings to elect our board members, become HPNA officers and serve on HPNA committees.

HPNA is a 501c4 nonprofit association.