



City of Modesto

# CITY PRIDE

September 2002

City Wide

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<http://www.modestogov.com>

This information brought to you by the Modesto City Council.

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## Access Modesto Community Television in on the air

For the past several months, the Modesto City Council has been reviewing plans for the operation of a television master control room.

This month, the master control room was completed and is now fully-functional to operate the three local cable channels owned by the City of Modesto -- 2, 8 and 27.

As required by the City's franchise agreement with AT&T Broadband negotiated last May, the management and operation of the local channels now belongs to the City.

A concept that's not new for cities, most municipalities that operate their own cable channels typically operate only education and government channels. Those cities that do operate a Public Access channel often do so with the assistance of a non-profit corporation.

It will be at the discretion of the Modesto City Council to implement a non-profit corporation for AccessModesto, previously recognized as PEG (Public, Education, Government) Television.

Currently, a new identity is being developed for AccessModesto Community Television, just one of many

projects for the new organization.

Additionally, the AccessModesto staff is creating new community bulletin boards for each channel.

In the past, AT&T provided the community with one channel for public service announcements and a calendar of events. The new plan involves a community bulletin board for each channel, making it easier to gather information related to community events (channel 2 public access), education information and programming (channel 27 education access) and government meetings and information (channel 8 government access).

Other projects in the hopper include updating the scheduling for each channel, developing opening policies and procedures for the use of community access, and establishing a website for information.

Scheduling is a major undertaking as public

access programming is being shifted from the previous public access channel 8, now to channel 2.

Under AT&T's management, channel 2 was recognized as a local origination channel. That meant community television produced by staff from the cable company, which is different from public access, which is programming produced by members of the community, without assistance from the cable company.

When the franchise was re-negotiated last May, local origination was removed and the channels were changed to reflect Public, Education and Government programming.

Members of the community interested in submitting programming for the public access channel may call the AccessModesto master control room for information or may log onto [www.modesto.tv](http://www.modesto.tv).

Staff will be presenting recommended policies and procedures to the Modesto City Council this month and will provide an update on the establishment of a public access studio.

Although Council has not given direction on building a studio, the seven-member governing body is interested in learning more about the costs of establishing and operating a studio.

Due to the transition from AT&T to the City, community members must find their own facilities for program development. The city is not obligated to provide a studio for public access, but will explore the concept before making any decisions.

Citizens will see the channels are also undergoing a facelift. A new look has been created and is being implemented channel-by-channel.

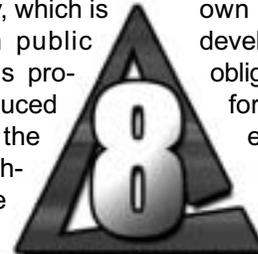
Anyone interested in submitting programming may drop off tapes at the City Manager's Office, 1010 Tenth Street, Suite 6100; mail it to AccessModesto at P.O. Box 642, Modesto, CA 95353; or place it in the drop box at the Stanislaus County Office of Education building entrance (located on the parking lot side of the building).

Producers will be required to complete the necessary applications.

For more information on AccessModesto, call 525-5104.



PUBLIC  
accessmodesto



GOVERNMENT  
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EDUCATION  
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**David Paladini**

## THROUGH THE EYES OF OUR STUDENT REPORTER

# 911 emergency response keeping us safe

Why did the fire truck cross the road?

To get to the fire on the other side.

That may just seem like a really corny joke, but honestly, how does the fire truck know where the fire is? They know, thanks to the staff of Emergency 911.

If you were to call 911, you would be connected to Stanislaus Regional Dispatch Center and you would hear "911 emergency" from the call taker (or operator) on the other end of the line.

Then what happens? First you would explain your problem to the operator and depending on whether it is a fire emergency or police emergency, the operator would forward the information to the correct dispatcher within the building. All dispatchers have detailed computer screens in front of them which allows them to know exactly what is going on with the people they are dispatching.

The call taker will also remind you to remain calm and tell you what to do until professional help arrives. If it is an emergency requiring an ambulance, the fire dispatcher will send a fire truck to the scene immediately, and then forward the information to an ambulance company for a dispatch.

The fire truck is sent because firefighters are trained

emergency medical technicians and they can give professional first aid until the ambulance arrives.

Stanislaus Regional 911 cannot dispatch ambulances directly because ambulance companies are privately owned and are not public vehicles like fire trucks or police cars.

Stanislaus Regional 911 doesn't only serve the City of Modesto. It also serves many other cities in

Regional 911 first started, they were in a relatively small room in the basement of a building in downtown Modesto. It was big enough to meet their needs, but as Stanislaus County has grown, the need has become larger. Now 911 has grown to about four times its original size.

I guess what you are still wondering though is how many employees it really takes to run this facility.



Stanislaus County. They serve seven law enforcement and 16 fire departments.

What I found quite interesting is the joint powers of the Stanislaus Regional 911 Dispatch Center. The emergency hotline is provided by Stanislaus County but the City of Modesto and other cities and agencies in the county pay for their respective parts. A joint powers committee runs it.

In 1978 when Stanislaus

There are always 10-14 highly trained personnel on duty at the 911 building. The positions are filled at all times during the day and night. There are normally 4-7 emergency and non-emergency call takers, 2-3 police dispatchers, 1 county fire dispatcher, 1 city fire dispatcher, and 2 sheriff dispatchers. On holidays, such as July 4th or New Years Eve, there are extra people on duty.

One of the most annoying

things for 911 dispatchers to deal with is 911 hang-up prank calls. When a prank call comes in, operators are required to respond to it in the interest of safety. When they get a 911 hang-up call, the operator calls the caller back and if they don't answer the phone, 911 is required to dispatch a police car to make sure everything is okay.

Sometimes during emergencies, the victim only has the time to dial 911 before they hang up, so the dispatchers have to treat a prank call like a real emergency call.

The dispatch office receives approximately 150,000 emergency calls per year and over 360,000 non-emergency calls. Even my sister doesn't talk on the phone that much.

Now that we have gone over the jobs of the people of Stanislaus Regional 911, let's talk about your job as a citizen. If there is ever any reason for you to dial those three dreaded digits, please try to remember to stay calm. Explain your problem, tell them who and where you are and stay close to the phone for further instructions.

It is comforting to know that while we sleep at night, we can be sure that if anything goes wrong, and there is an emergency, there is always someone just a phone call away to help.

*David Paladini is a Modesto resident and a monthly student contributor to City Pride-City Wide.*



## Get a library card in September

September is Library Card Sign-up Month! A library card is one of the most important gifts parents can give to their children...and best of all, it's FREE!

The Stanislaus County Library recently added books on CD and a collection of college videos, designed to help students get a look at 124 campuses.

Weekly StoryTimes and special children's activities are offered at all Stanislaus County Libraries.

A total of 100 computers are available for public Internet use and word processing at libraries throughout the county.

Reach the library online [www.stanislauslibrary.org](http://www.stanislauslibrary.org), you can search the library catalog, place a hold or renew items, search premium databases, contact a reference librarian, and apply for a new library card online.

## Modesto pride

Show your city pride with logo items available at the City of Modesto store. Residents can purchase polo shirts, fleece pullovers, denim shirts, tote bags and calculators decorated with the City of Modesto logo or a Team Modesto logo.

View available items at [www.modestogov.com](http://www.modestogov.com) or at Ditto's, 1010 10th Street. An

extended catalog of items is also available.

## Pothole patrol

You can be a part of the "pothole patrol" by reporting streets plagued by potholes.

The City of Modesto is committed to quick response to pothole complaints. Within 24 hours of a call, city crews will check the site to assess the hole. Generally, potholes are filled within two days of the complaint if they are more than 2 inches deep.

Please call the City's Streets Division at 342-2244 or email the complaint to [streets@modestogov.com](mailto:streets@modestogov.com).

To report other issues visit [www.modestogov.com/omd/servreq.htm](http://www.modestogov.com/omd/servreq.htm).

## Great "Modesto" Cleanup, Nov. 2

The second Great American Cleanup event is Saturday, November 2nd.

The first community-wide litter removal day last April, netted 900 bags of roadside garbage.

Modesto's citizen-based anti-litter team designated the last Saturday in April and the first Saturday in November as annual Great American Cleanup days.

Volunteers contribute two to four hours to help remove litter on more than 58 miles of roadsides and trails.

"We are looking for service clubs, church groups, Boy and Girl Scout troops, high schoolers needing community service hours, and volunteers at-large," said Chris Murphy, campaign co-chair. "Littering is a problem in Modesto and we need everyone to support cleanup and prevention."

The city offers a new

roadside adoption program, similar to the Caltrans Adopt A Highway Program.

Now that Highway 99's litter removal schedule is 24 times per year, the focus is on cleaning the other major roadway areas in our city.

Volunteers interested in participating in the November 2 event or the new Adopt A Roadway program, can contact the department at [pcowles@modestogov.com](mailto:pcowles@modestogov.com) or call 342-2279.

## Move those toters

Just a friendly reminder that it is illegal to place garbage cans on the sidewalk blocking public access. Doing so could result in violation fines up to \$100.00.

Where alleys do not exist, garbage cans may only be placed in the street against the curb or on the driveway apron next to the curb.

If you have questions about placement of garbage cans, call the City's Solid Waste Management Office at 577-5494.

## Arch: A Symbol of Modesto history

"Nobody's got Modesto's Goat." The term may sound silly to us today, but at one time those four words almost became a fixture in Modesto's history.

You may be thinking to yourself "Okay, why in the world would that be a part of a history so rich, a history of tremendous social and economic diversity, unlimited agricultural resources, and multitudes of other great historical events have to do with us?"

To find out, just take a look in the heart of

Downtown Modesto on the corner of I and 9th.

The Modesto Arch, our version of the Golden Gate Bridge, which bears the phrase: "Water, Wealth, Contentment, Health."

What does that exactly mean to Modesto residents? To many people it means many different things.

Lifelong Modesto resident Jim Berg states. "It means that we are blessed to be in an area so rich in agriculture. An area steeped in traditional down to earth values, and that

Modesto is a place where you can raise a family and be assured safety and prosperity."

For more information on Modesto's historical landmark, or on the history of Modesto in general, visit the McHenry Museum located at the corner of 14th and I Streets in downtown Modesto.

For hours call 577-5366 or visit the Museum online at [www.modestogov.com](http://www.modestogov.com). Also on the city's website, view a photo archive of Modesto's past.

## IMPORTANT ENERGY SAVING TIPS

Here are some tips on conserving energy in your home and office:

1. Turn off lights around the house when you are not home or not in the room.
2. Make sure to turn off power at the source. Many appliances around the home and office stay on when not in use.
3. Set your thermostat to at least 78 degrees during the day and 85 at night.
4. Purchase energy efficient appliances, replace old models if applicable.



The Fall Activity Guide is Coming!

Watch the Modesto Bee September 10 & 11 or pick up a copy at:

- Tenth Street Place
- City Hall at the Mall
- Stanislaus Main Library
- Modesto Chamber of Commerce
- Senior Citizens Center
- King-Kennedy Memorial Center
- Maddux Youth Center

Check it out online at: [www.modestogov.com/fmg](http://www.modestogov.com/fmg)

We Create Community and Support Neighborhoods Through Parks, Events, Programs and Facilities.

# accessmodesto

Local Programming • Local Issues  
Public Access - Channel 2 • Education - Channel 27  
Government - Channel 8

VISIT THE CITY OF MODESTO ON THE INTERNET!  
<http://www.modestogov.com>  
OR CALL US AT (209) 577-5463

**Only Rain Down the Drain!**  
**YOU are the Pollution Solution!**



**NEVER pour  
Used Oil, Paint,  
Gasoline or Chemicals  
down storm drains!**

Report Pollution call 577-6200  
Recycle Used Oil & filters call 577-5493



Paid by the City of Modesto and a grant from the California Integrated Waste Management Board

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**CITY OF MODESTO**

MADE AT THE CITY'S COMPOST FACILITY

Buy one regular priced flat of flowers and get one bag of Mo-Gro Magic FREE or Buy 2 bags at regular price and receive third bag FREE

MUST PRESENT COUPON AT TIME OF PURCHASE  
LIMIT 2 FLAT - BAGS PER COUPON  
OFFER EXPIRES 10/15/2002

Available at these local nurseries:

**Scenic Nursery**  
1313 Scenic Drive

**Westurf**  
1612 Claus Road

## FREE BACKYARD COMPOSTING CLASSES

The City of Modesto is offering free backyard composting classes to Modesto residents.

**Wednesday Classes**

**Oct. 30**

**Modesto Junior College • 6:30-8:30 p.m.**

**To register call 575-6063**

**BACKYARD  
COMPOST BINS**  
\$26.30 each plus tax  
To order call the Solid  
Waste Office at 577-5495.

