In January 2007, we began the 18 month research phase of a long term community plan entitled Clear Vision 20/20. It is designed to be the vision that business and other community leaders believe should be the reality in Antioch by the year 2020. The Chamber Board of Directors decided to invest in this project to address a wide range of critical issues facing everyone in Antioch and East County. We felt that bringing together a wide range of community groups as well as public and private organizations would allow the creation of a central document which would outline mutual goals for greater regional success.

The committee held informational meetings with experts and officials who specialized in transportation, education, essential services, community amenities, natural resources and economic development. The goal was to determine the key issues in these areas; bring the various groups together to create a shared focus; and set a program for community outreach, education, advocacy and benchmark reviews.

The Clear Vision 20/20 can be a community catalyst that will allow us to focus our efforts and create alliances to bring this vision into reality. To achieve this challenging goal, we will launch Clear Vision 20/20 with educational outreach through the dissemination of the total project and then hold community meetings to address the issues one by one. These outreach efforts will have an education/informational component as well as a solution/brainstorming/support component. The goal is to make the community aware of the issues and find ways to engage businesses, governmental entities and the greater community to be part of the solution. Because the key agencies were involved in the process, we have their buy in to make this the vision piece that all of Antioch can look to throughout the next 10+ years.

We wish to thank all those involved in the first phase of the project. Special thanks goes to the chamber’s Major Supporters who allow us to do these types of programs: Mirant, Sutter Delta Medical Center, PG&E, Walmart, Dow Chemical, and Bank of West. We also thank those that helped fund the project: PG&E, Perry Murphy Advertising, and Common Sense CA.

We hope you will join us in making these local and regional goals a reality for our future.

Thank you.

Ralph Garrow, Jr.
Ralph Garrow Real Estate
2007/2008 Vice Chair Economic Development/Governmental Affairs
2008 Chair Elect

Core Committee Members
Jim Kyle, Orchard Supply Hardware
Terry Ramus, Associate
Sean Wright, The Wright Start Chiropractic

Antioch City Representative: Councilman Arne Simonsen
Congresswoman Tauscher’s Representatives: Jennifer Barton and Remi Goldsmith
**THEATRE, MUSIC, ARTS & ENTERTAINMENT**

**ISSUE:** Job creation and higher end housing require high quality leisure activities

**GOALS/PAN:** Have a variety of cultural experiences year-round in Antioch and the region

**ACTIONS:**
- Support and promote existing programs and facilities and groups that provide live entertainment, art shows, and educational opportunities
- Encourage the recruitment of additional groups that will enhance the regional selection

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**COMMUNITY ACTIVITIES FOR SPECIFIC DEMOGRAPHICS**

**ISSUE:** A successful and dynamic community needs programs that provide opportunities for the diverse community

**GOALS/PAN:** To be the leader in the region in our breadth of public and private programs for the various groups in Antioch

**ACTIONS:**
- Support and promote the active senior programs and opportunities
- Support and promote youth after-school programs as well as sports and civic groups that encourage positive role modeling and skills for the youth of Antioch
- Support and promote family-oriented efforts in activity programming
- Support and promote events and programs that offer cultural diversity and encourage the understanding of others

*Photo courtesy of Haggard Theatre*
**POLICE SERVICES**

**ISSUE:** High youth crime and many at-risk youth feel disconnected from the community

**GOALS/PLAN:** Reduce youth crime rate for Part 1 crimes (violent and property crimes) by 5% by 2010

**ACTIONS:**
- Support and promote the key programs that engage youth including but not limited to:
  - Youth Intervention Network (YIN)
  - REACH
  - Police Activities League (PAL)
- Review police efforts and crime rate statistics
- Encourage the increase, review, extension and/or modification as needed to existing and future after school programs for viability, interest and potential
- Partner in grants that give funds to programs that address this issue

**ISSUE:** Create the perception that Antioch is a safe and desirable community

**GOALS/PLAN:** Reduce the Part 1 (violent and property) crimes by 5% by 2010

**ACTIONS:**
- Monitor the Antioch Police Department’s efforts to decrease and successfully manage the crime in Antioch
- Educate the public on successes in crime reduction
- Support the introduction, continuation and/or expansion of innovative policing programs both within the department and the greater community, including but not limited to:
  - Beat Health Program
  - Beat Alert (community email alerts)
  - CAT Team
  - Neighborhood Watch
  - SALT (Seniors & Law Enforcement Together)
  - Crime View (resource allocation review)
  - Safe Holiday Shopper Programs
  - Business Watch

**ISSUE:** The appearance of our community has an impact on economic development, community growth and community pride

**GOALS/PLAN:** Improve and/or maintain a beautiful, clean and attractive community

**ACTIONS:**
- Support, monitor and educate the community on code enforcement for residents and businesses in an appropriate manner
- Support efforts in creating a clean and safe community including but not limited to:
  - Park Health
  - School Resource Officers (both on and off campus)
  - CAT Team (Homeless Outreach, Vacant Properties and Graffiti Abatement)

**EMERGENCY PREPAREDNESS**

**ISSUE:** The region has questionable emergency preparedness for events that would have strong negative impact on the community and the city’s economic health

**GOALS/PLAN:** Improve preparedness and area emergency response

**ACTIONS:**
- Advocate for placement of HAZMAT resources in East County
- Educate and aid other community education groups in preparing the community and business sector through the CERT program. The goal is 20% of the community trained as CERT participants by 2020
- Partner in grants that have funds for equipment, training programs and community responses
- Seek greater input in emergency personnel training scenarios
**HOSPITALS/REGIONAL HEALTH CARE**

**ISSUE:** Preservation of current hospitals assets while looking ahead to future regional needs  
**GOALS/PLAN:** Fair distribution of county funds for uninsured/underinsured patients and return or growth of county or private regional clinics  
**ACTIONS:**  
- Encourage and monitor responsible county budgeting to prevent closures of clinics or increased burden for the uninsured/underinsured in Antioch hospitals  
- Educate leaders on the issues and impacts of this issue  
- Advocate for funds for local hospitals and clinics

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**DELTA ENVIRONMENT & WATER SUPPLY**

**ISSUE:** Protect Antioch’s water supply and water rights as well as the recreational opportunities on the Delta while recognizing the fragility of the Delta system  
**GOALS/PLAN:** Keep Pittsburg/Antioch/Oakley Delta region at a minimum salinity, allow Antioch to continue drawing water for businesses and residents as allowed by our water rights and maintain the opportunity for sports and leisure on the Delta  
**ACTIONS:**  
- Monitor the Delta Blue Ribbon Task Force report and recommendation  
- Encourage the Bass and Sport Fishing tournaments which create jobs and tax revenue for the region  
- Review and appropriately support projects that enhance leisure opportunities while being sensitive to the Delta ecosystem  
- Fight with our city and county for protection and honoring of our water rights

**ISSUE:** Protect and enhance essential resources  
**GOALS/PLAN:** Promote environmental protection, adequate fresh water flows in the delta to preserve Antioch’s Water Rights and encourage use of sustainable and renewable resources to meet needs of industry and the community in a cost-effective manner  
**ACTIONS:**  
- Continue to support the exploration of cost-effective sources of water and power, including competitive opportunities in our area  
- Ensure the Governor’s Delta Vision Blue Ribbon Task Force provides for adequate fresh water flows in the Delta to prevent saltwater intrusion at Antioch’s river intake  
- Support and educate the community in the cost-effective hazardous recycling option in our local area to encourage responsible disposal including but not limited to programs with the City of Antioch and Delta Diablo Sanitation District
QUALITY – INFRASTRUCTURE/ACADEMIC

ISSUE: Improvement of overall achievement through focus on student achievement, accelerating achievement and closing achievement gap

GOALS/PLAN: Assure that funds are used well and arrive in a timely manner

ACTIONS:
- Produce annual report card using benchmarks
- Help set benchmarks in cooperation with the educational community
  - Have every school at 800 API
  - Monitor test scores for improvement
  - Monitor attendance for improvement
  - Increase taking AP and honors courses
  - Graduation rates to 95%
  - Increase transfer to UCs*
  - Increase percentage of students that take the PSAT and SAT to 75%

* While the goal is higher education of all types, only transfers to UCs can be tracked

ISSUE: Need for both guidance and academic counselors at middle and high school levels to guide students on career paths, aid in reaching academic goals and advanced placement

GOALS/PLAN: Finding fund and prioritize the issue to create a ratio of at least 1 counselor per 500 students

ACTIONS:
- Partner with school board and staff for seeking funding sources
- Advocate on issues

ISSUE: Infrastructure improvements

GOALS/PLAN: Improve existing school facilities and improve technology throughout the system creating a state-of-the-art program that can be a model in the region

ACTIONS:
- Advocate on the issue
- Assist and partner on any grant funding opportunities
**SCHOOL CLIMATE AND SAFETY**

**ISSUE:** Student support services need improvement

**GOALS/PLAN:** All students feel safe on campus and have a successful learning environment through prevention and early intervention

**ACTIONS:**
- Partner to create business mentors, internships and community awareness
- Advocate, support and review best practices student leadership programs such as Rotary, onsite leadership programs, and peer counseling programs

**ISSUE:** After-school issues for students and the community

**GOALS/PLAN:** Address safety concerns for students leaving school as well as community concerns of disruptive actions after school

**ACTIONS:**
- Create a coalition to improve the communication between key stakeholders
- Evaluate programs for after-school safety programs and best practices in other communities such as Safe Passage Home
- Aid in building better systems to support family engagement and involvement
- Aid in creating a team to seek systems and connections for relevant quality programs and establishing successful evaluation criteria for after-school programs both within the district and the community
- Encourage and support Antioch PAL

**CREATION OF NEW EDUCATION MODELS**

**ISSUE:** Not all students fit the same mold and specialized academies keep students interested

**GOALS/PLAN:** Encourage more magnet and academy opportunities such as the current focus on medical, performing arts and law academies

**ACTIONS:**
- Advocate for new opportunities based on our regional employment needs
- Partner in grant opportunities
- Partner to create business mentors, internships and community awareness

**ISSUE:** Limited community engagement and a lack of focus when volunteers are available

**GOALS/PLAN:** Create better relationships between business and education communities

**ACTIONS:**
- Research successful models in other communities and build a program here
- Aid in creation of a strategic plan to engage business and higher education in the business of education
- Evaluate joint events (State of Schools or other such event)
**Economic Development**

**JOB CREATION**

**ISSUE:** Undeveloped land must be utilized effectively and that which is pre-zoned for commercial use needs to be protected and approved for optimal benefit.

**GOALS/PLAN:** Create opportunities and support projects that bring jobs and needed services to Antioch.

**ACTIONS:**
- Follow projects in the pipeline and make sure they meet the needs of Antioch and are moved effectively through the approval process.
- Assist in meetings that bring businesses to our developable parcels including the following locations: FUA1, FUA2, the Kerley Property, Somersville area and Wilbur industrial area.
- Support the LAFCO Annexation project granting Antioch control of the entire Delta shoreline from our border on the West to the Highway 160 bridge.

**EXECUTIVE HOUSING/ HIGH END DEVELOPMENTS**

**ISSUE:** Housing stock does not meet the needs of some doctors and CEOs who will bring jobs to the region.

**GOALS/PLAN:** Create appropriate housing stock and amenities for shopping and entertainment.

**ACTIONS:**
- Review and support projects that create our still undeveloped executive housing stock such as Roddy Ranch development and Higgins Ranch.

**REVITALIZATION**

**ISSUE:** The Rivertown region is underutilized and many small businesses fight to survive.

**GOALS/PLAN:** Find and recruit the businesses needed to bring people to Rivertown as well as create excitement in the area.

**ACTIONS:**
- Actively work with the city on opportunities to find appropriate tenants and businesses.
- Assist restaurants in moving to Rivertown.
- Encourage fast tracking of city permits on Rivertown projects.
- Help create a sign program for Rivertown.
- Work with the city on the Fourth of July and other marquee events to add excitement in Rivertown as well as smaller events or other venues that enhance Rivertown.

**MOVEMENT OF GOODS**

**ISSUE:** Air freight is limited in the region.

**GOALS/PLAN:** Work with regional partners and transportation agencies for creative solutions.

**ACTIONS:**
- Review and support the expansion for the Byron Airport.
- Support the study of a foreign trade Zone around the airport.
- Support the Byron Airport efforts to receive any federal grants for appropriate expansion.

**ISSUE:** Rail freight will be increasing in the area and have significant impacts on traffic and economic development plans.

**GOALS/PLAN:** Find ways to minimize negative impacts and create opportunities for jobs and freight movement.

**ACTIONS:**
- Support and lead a program of education with the railroads on grade crossing safety.
- Support efforts to find federal and state dollars to make grade separations at Auto Center Dr., A St. and Hillcrest Ave.
- Work with the Economic Development Director and City on rezoning areas near the rail lines to industrial so that the rail lines can assist in finding companies to relocate to Antioch.
MOVEMENT OF GOODS
(continued)

ISSUE: Other cities are working with ports and others to bring industrial and manufacturing businesses to the region.

GOALS/PLAN: Be aware of the neighboring projects and make sure we make the best of these opportunities.

ACTIONS:
- Meet regularly with surrounding cities' economic development directors and regional chambers.
- Research opportunities with the ports of Oakland and Stockton.

BUSINESS REGULATION

ISSUE: The city's sign ordinance is difficult to comply with and makes the breaking of the rules easier and cheaper than complying.

GOALS/PLAN: Create more appropriate signage ordinances.

ACTIONS:
- Push for the review and rewriting of the sign ordinances.
- Educate for appropriate enforcement and changes.

ISSUE: County Environmental Health delays most projects through difficult and inconsistent enforcement.

GOALS/PLAN: Have a functioning and receptive Environmental Health Agency for businesses and community events.

ACTIONS:
- Work with the Board of Supervisors to review current processes and issues.
- Push for revised and consistent regulation.
**Transportation**

**HIGHWAY 4 WIDENED TO HIGHWAY 160 BY 2015**

**ISSUE:** Funding and timing of the funds

**GOALS/PLAN:** Assure that funds are used well and arrive in a timely manner

**ACTIONS:**
- Attend MTC meetings
- Work with local funding groups

**ISSUE:** Construction moving in a timely manner

**GOALS/PLAN:** Meet or beat the deadline

**ACTIONS:**
- Receive regular updates from CCTA/CalTRANS
- Advocate on issues that streamline the process

**ISSUE:** Effects on business and Antioch tax base during renovations

**GOALS/PLAN:** Minimize the economic effect on local businesses during the construction phases

**ACTIONS:**
- Work with the CCTA and Antioch Economic Development Department to create proactive plans for this time period
- Create public awareness campaign regarding the issues
- Aid in dissemination of the information on construction schedules, closures, alternate routes, etc.

**ISSUE:** 239/J4 Connection to Tracy

**GOALS/PLAN:** Improve road safety and facilitate good movement while opening a backdoor for the region

**ACTIONS:**
- Create partnerships for the project
- Raise community and legislative awareness regarding the issue and community need

**IMPROVE INTERNAL CIRCULATION WITHIN ANTIOCH**

**ISSUE:** Access to Kerley property

**GOALS/PLAN:** Create access to area that has great economic development potential

**ACTIONS:**
- Support city efforts with traffic study and CalTRANS
- Create community awareness on the issue and need

**ISSUE:** Use of return to source funds for road improvements

**GOALS/PLAN:** Be proactive in creating priorities and oversee funding allocations

**ACTIONS:**
- Request report on the funding and audit the sales tax splits for the area
- Create a list of priorities from a business/economic point of view

**ISSUE:** Ease internal flow

**GOALS/PLAN:** Improve goods movement and quality of life regarding circulation on city streets

**ACTIONS:**
- Review Lone Tree Way flow after bypass opens, with an eye toward widening if needed
- Partner with MTC and city to study the timing of lights for better flow
- Advocate for making James Donlon an arterial route through Pittsburg to Railroad Ave./Kirker Pass
- Review and advocate for the widening of L Street to the marina

**ADDITIONAL ACCESS FOR EAST COUNTY (In Order of Priority)**

**ISSUE:** Highway 4 Bypass

**GOALS/PLAN:** Completed by 2009

**ACTIONS:**
- Project on time – continue to receive updates.
ALTERNATIVE TRANSPORTATION
Improve Options for residents and businesses by 2020

**FERRY**

**ISSUE:** Continue to source alternatives

**GOALS/PLAN:** Support ferry to Antioch by 2010

**ACTIONS:**
- Review/receive updates on the feasibility study for project
- Advocate for funds with state and federal agencies
- Advocate for parking additions within Rivertown as part of the plan
- Educate businesses and community on the project

**BART**

**ISSUE:** BART must operate in Antioch

**GOALS/PLAN:** First a station at Hillcrest with plans to reach further into East County

**ACTIONS:**
- Demand a firm plan in place by end of 2008
- Advocate that NO funds be siphoned from the Highway 4 project and/or create delays
- Have a running BART train by 2015
- Seek better area representation
- Seek internal audit of BART
- Publicize issues of waste and delay in current projects

**TRI DELTA/BUSES**

**ISSUE:** Improve goods movement by reducing congestion and improve image of the area for new businesses

**GOALS/PLAN:** Support alternatives for commute traffic

**ACTIONS:**
- Advocate with MTC for appropriate regional funding for Tri Delta
- Work with CCTA and support efforts to aid Tri Delta in getting better Highway 4 access to the express lane in the new plan
- Advocate for express service to Concord, Livermore and BART stations
- Improve infrastructure and service
- Improve security at Park n' Ride locations

**PUBLIC/PRIVATE PROJECTS**

**ISSUE:** Viability

**GOALS/PLAN:** Stay Open to opportunity in this area

**ACTIONS:**
- Follow proposals as they are available and evaluate their benefit to the region