

A NEWS PUBLICATION FOR THE CITY OF

INDIAN WELLS



Branding and Beautification Strategy Ensures Savings in Water and Costs

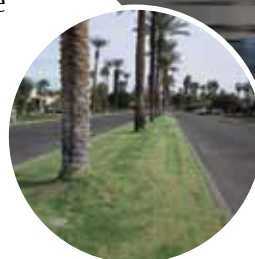
Sustainability. It's a word that's tossed around a lot these days, but in Indian Wells we're committed to turning this word into action. Indian Wells has long created and employed programs to help maintain the delicate balance between development and nature. However, in 2009, this plan was formalized when City officials and staff developed *Getting Greener: Indian Wells' Path to Sustainability*, a comprehensive roadmap designed to conserve environmental resources while realizing economic and social benefits. Yet what's unique about Indian Wells is that city leadership has adopted a smart, multifaceted approach by incorporating branding elements that beautify our community while simultaneously reducing energy usage, water consumption and operating costs.

Take, for instance, the Highway 111 Phase 2 enhancement project completed earlier this fall. In addition to providing traffic calming measures and alleviating road noise, crews also installed a non-potable water irrigation line and state-of-the-art drip system to transport reclaimed water to lush and efficient plantings in the medians. The City expects non-potable water irrigation to save \$40,000 annually in the coming years.

However, the City's dedication to smart design, protecting our natural habitat and saving money isn't stopping there. Now, the Public Works Department is undertaking a carefully planned reconfiguration of landscaping in the Osage Trail median and Mountain View Villas. To keep the 'Indian Wells brand,' or image, consistent, like the Highway 111 medians, the new layout will also feature a 'Mediterranean' color palette consisting of palm trees, perennials and annuals that require minimal watering and maintenance. At Osage & Mt. View Villas, the City expects to save an additional \$21,000 annually in reduced water cost and reduce general fund expenses, and eliminate the need for hand mowing of turf that contributes to noise and air pollution.

Look for more exciting and strategic changes in our community as City Hall continues to prudently manage Indian Wells' path to sustainability.

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Before

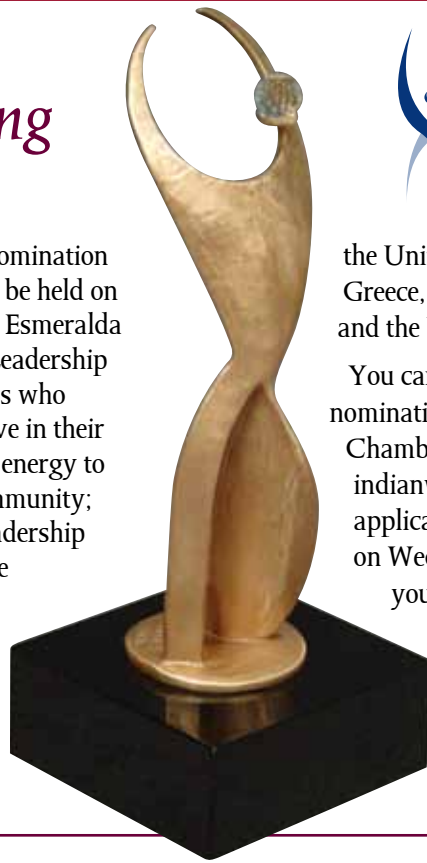


AFTER

Honor an Outstanding Community Leader

The City of Indian Wells is now accepting nomination applications for the 2012 ATHENA Awards to be held on Wednesday, April 25, 2012 at the Renaissance Esmeralda Resort and Spa. The Indian Wells ATHENA Leadership Award is presented annually to two individuals who demonstrate excellence, creativity, and initiative in their business or profession; have devoted time and energy to improve the quality of life for others in the community; and actively assist women in realizing their leadership potential. Candidates must be full- or part-time residents of Indian Wells.

ATHENA International was founded by Martha Mayhood Mertz in 1982. Since the program's inception, nearly 6,000 honorees in more than 500 communities have received the prestigious award in



A T H E N A
I N T E R N A T I O N A L

the United States, Bermuda, Canada, China, Greece, India, Russia, United Arab Emirates and the United Kingdom.

You can access guidelines and nomination forms on the Indian Wells Chamber of Commerce website at www.indianwellschamber.com. Please note that all applications must be in no later than 5:30 p.m. on Wednesday, January 11 so we encourage you to fill out and submit your nomination form as soon as possible.

For more information, call the Indian Wells Chamber of Commerce at (760) 346-7095 or Arlene Rosenthal at (760) 323-8353.

City to Host Residential Security/Emergency Preparedness Expo on March 3

In Case of Emergency



Are you prepared for a natural catastrophe like a major earthquake? Do you have an action plan and basic supplies in place in the event you need to be self-sufficient for a period of time after disaster strikes? Would you like to know more about how you can protect your home and family from burglary and other criminal activities?

To help you learn more about taking the necessary precautions, the City of Indian Wells will be hosting a Residential Security/Emergency Preparedness Expo on Saturday, March 3, 2012. This free educational event will take place at Indian Wells City Hall from 10 a.m. until 2 p.m.

During the Expo, you can attend presentations on various safety topics every half hour and speak with a variety of knowledgeable representatives providing information on home safety and emergency preparedness. Vendors participating in this event include: Alliance Protection, Coachella Valley Water District, Colt Security, Desert Security Services, Emergency Disaster Systems, Key Mobile, The Lighthouse, Quake Safe Kits, Southern California Gas Company, Survival Mode Kits, and Video Surveillance Systems.

The Expo is open to all city residents and the general public; no RSVP is needed. For more information, visit the City's website at www.cityofindianwells.org or call (760) 346-2489.



Help Indian Wells Get **GREENER!**


Take Advantage of City's Many Recycling Programs

According to the Environmental Protection Agency (EPA), the recycling rate in the United States has increased from less than 10 percent of municipal solid waste generated in 1980 to 34 percent in 2010. What's more, waste disposal in landfills has decreased from 89 percent in 1980 to approximately 54 percent in 2010. Yet there is still a long way to go to ensure that materials that can be recycled or reused don't end up in our landfills.

The City of Indian Wells, in partnership with Burrtec Waste and Recycling Services, offers Indian Wells residents much more than weekly trash and recycling collection. Below please find an overview of our community's diverse year-round and seasonal recycling initiatives in which all residents are encouraged to participate:

Annual Citrus Collection

January 1 through April 30, 2012



Residents may drop off freshly picked, unwanted citrus fruit at the collection site just north of City Hall near the fire station. Your generous donation will help to feed the hungry throughout the Coachella Valley. No tangerines, please.

Bulky Item Pick-Up

Refrigerators, bed frames and patio furniture: These are only a sampling of oversized items that Indian Wells residents can dispose of via a free "bulky item" collection service (limit of four items for free per pick-up; additional items will be collected at \$10 each).



Bulky items must be placed near the regular trash containers by 7:00 a.m. on the day a bulky item pick-up has been scheduled. To arrange a pick-up, call Burrtec customer service at (760) 340-2113.

Christmas Tree Recycling



From December 26 through the second week of January, Burrtec will collect Christmas trees on residents' regular trash collection day. Trees must be cut into four-foot lengths or smaller, bundled, and placed next to the trash containers. Flocked trees must also be cut into four-foot lengths and placed next to the trash containers. Unfortunately, flocked trees cannot be recycled and are destined for the landfill.

Document Shredding Events

Saturday January 28, 2012 and Saturday, April 28, 2012



Minimizing opportunities for identity theft and promoting paper recycling are two reasons why the City sponsors two no-limit Document Shredding Events every year. Events are held at Burrtec's Palm Desert office located at 41575 Eclectic Street from 7 a.m. until 11 a.m. Proof of Indian Wells residency is required (no commercial businesses, please). Paper clips and staples are acceptable, but not three-ring binders.

Sharps Program/Household Hazardous Waste/ Electronic Waste

Placing medical waste, particularly needles and lancets, in your trash container can be dangerous to those collecting the material. To safely dispose of needles and other medical "sharps," please place the used instruments in a puncture-resistant container with a secure cap



Mark the container "sharps" or visit City Hall for free "BioHazard" stickers for your container.

Once the container is full, please call Burrtec at (760) 340-2113 to collect the material along with any other household hazardous waste you have at no charge. Household hazardous waste materials include paint, motor oil, chemicals, pesticides, batteries, and fluorescent lamps. Electronic waste includes TVs, computers, phones, monitors, printers, small appliances, and basically any gadget with a cord or battery power source.

Home Remodeling



Please consider donating, reusing or recycling the materials left over from your project. Fixtures, cabinets, flooring, and other items can often be used by others. If the material is not suitable for donation, it may be recyclable. Wood, tile and concrete, among other construction materials, are usually accepted by local recyclers at a fraction of the cost imposed by the landfill or transfer station.

For free guidance and information on these programs, please call Indian Wells' District Environmental Coordinator at (760) 674-1040.



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Council Member
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Finance Director
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Director of Marketing and Community Relations
Barbara Carson
Planning Director
Mel Windsor
Personnel/Public Safety Director
Paul Goble
Public Works Director
City event photography by Mark Cieslikowski



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Resident Patio Party Set for January 17

Start the Indian Wells 'high season' off with a bit of convivial mingling and conversation at the City of Indian Wells' next Resident Patio Party to be held on Tuesday, January 17, 2012 from 5-7 p.m. at the Indian Wells Golf Resort's IW Club.

This entertaining evening will include a no-host bar and generous appetizer selection. Advance reservations with a valid IW Property Owner ID card are required and limited to two residents per household. Please reserve online at www.cityofindianwells.org (click on IW Resident Information section, then click on event under 'Upcoming Events' section) or call City Hall, (760) 346-2489. We look forward to seeing you there!



Mayor's Office Hours

Tuesday, 8:00 a.m. – 9:00 a.m. – IW Club
 10:00 a.m. – 11:00 a.m. – City Hall
 Or to schedule an appointment, call City Hall at (760) 346-2489.

Stay tuned for information on upcoming resident events at the IW Club. Also, be sure to visit www.cityofindianwells.org for the latest updates, and sign up to receive the latest city news via e-mail by clicking on the "mailbox" icon.



SAVE THE DATES FOR THESE UPCOMING EVENTS



- January 12 U.S.S. Bonhomme Richard Tour
- January 17 Resident Patio Party (*details above*)
- January 28 Document Shredding Events (*visit city website for details*)
- February 9 IW Club Art Walk Tour
- February 21 Resident Patio Party at IW Club
- March 3 Residential Safety/Emergency Preparedness Expo (*details in this issue*)
- March 8 Residents Day at BNP Paribas Open
- April 25 Indian Wells ATHENA Awards