





COUNCIL CRAFTS NEW VISION

or the first time in 20 years, the City Council penned a new Vision for Monterey during a series of working sessions from March through June 2007. Several themes emerged when Councilmembers discussed the City's core characteristics. Monterey's "quality of life," preservation of historic assets, and positioning the City for the future echoed throughout the discussions. In the end, the Council envisioned a "model city" known for its quality of life, responsive government, historic preservation and stewardship of the environment. In the months and years ahead, the Council and City staff will be guided by this new Vision:

Monterey is committed to being a model city for its quality of life driven by responsiveness of local government, historical and cultural preservation, mobility opportunities emphasizing pedestrians over vehicles, economic sustainability, a strong sense of place and good stewardship of the natural environment.

Making the Vision a reality required the Council to look at its role. The Council set its sights on "visionary leadership" with the safety and well-being of the people who live, work and visit Monterey top of mind. The Council crafted those concepts into its Mission:

The Monterey City Council will provide visionary policy and legislative leadership that assures a safe, healthy and economically vibrant community. Anda!

Anda means "onward" in Spanish and is emblazoned on the City Seal, which dates back to 1850. The word captures the Council's desire to move forward into the future and preserve the past.

When the Council developed its Vision and Mission, it also created seven Value Drivers. The Value Drivers served as cornerstones for the Council's work

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MONTEREY'S NEW PRIORITIES



The City Council set its priorities for the coming year when it adopted a series of Strategic Initiatives. Some priorities are new, such as the "Green Initiative," and many priorities continue the work of previous Councils. The Strategic Initiatives emerged from the Council's Vision, Mission and Value Drivers.

The Strategic Initiatives include Window-on-the-Bay Park, a "Green Building" program, a condominium conversion policy recommendation, Fire Department consolidation, workforce housing, and a plan to meet Areas of Special Biological Significance (ASBS) regulations. The Council grouped these Initiatives under the "quality of life" Value Driver.

Nested under "economic vitality" are Strategic Initiatives for Catellus property improvements, a balanced operating budget, expanding the economic value of DLI and NPS, enhancing heritage tourism, and business district economic revitalization plans. Developing a water allocation policy to support Council priorities, and initiating the land transfer process for the City's Fort Ord properties are the Council's Strategic Initiatives in the "water" category. Improving traffic on the Lighthouse / Del Monte corridor and Highway 68 are priorities in the "traffic" area.

Within "historic preservation" are several Strategic Initiatives including responsible stewardship of historic and cultural resources, a strategy for expansion of cultural and performing arts, expansion of Library funding sources, and preservation of Pacific Biological Lab, Wing Chong Market and La Ida Café. In the "workforce" area, Strategic Initiatives focus on continuing to transform the City's business processes, expanding staff development and supervisory leadership programs, and implementing staff recruitment, retention and recognition strategies.

To read full details of the Monterey City Council Vision, Mission, Value Drivers and Strategic Initiatives, go to monterey.org/councilvision

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and expressed a commitment to the community. These are the Value Drivers or guiding principles of the Council:

- Working to improve the quality of life of our residents
- Ensuring a level of economic vitality sufficient to support our quality of life and municipal infrastructure requirements (both physical and human)
- Providing sufficient resources and support to develop and retain a high quality City work force
- Ensuring an adequate water supply for the City; now and in the future
- Providing the City of Monterey with multiple modes of transportation that are safe, efficient and effective
- Appropriately preserve, promote, and maintain our historic, cultural, and environmental assets
- Maintain and expand an environment that solicits, welcomes and appreciates input from all

From the Value Drivers flowed a series of Strategic Initiatives, or priorities, for the Council and City staff (see adjacent story).

When the Council adopted its Vision, Mission, Value Drivers and Strategic Initiatives in June, it established a framework for considering a wealth of issues facing the City.

GREEN INITIATIVES

By Hans Uslar, Public Works



With Councilmembers at his side, Mayor Chuck Della Sala signed the U.N. Urban Environmental Accords and the U.S. Mayors Climate Protection Agreement at a ceremony on the front lawn of Colton Hall on July 11. The agreements commit Monterey and its citizens to implementing various measures that aim to preserve the environment and natural beauty of the Peninsula. The objective of both documents is simple: by implementing local measures, Monterey can do its share to reduce its ecological footprint on global warming.

One major initiative, the Green Building Ordinance, is in the process of being drafted. The Green Building Ordinance, which is part of the U.N. Urban Environmental Accords, will provide guidelines, incentives

and educational materials for developers, contractors and residents to build more sustainable and environmentally responsible communities. The City is taking a first step by remodeling 735 Pacific Street, a new office building for City staff, to green building standards.

Over the past decade, the City has completed numerous projects that reduced its energy consumption. Exchanging traffic signal light bulbs with energy efficient, long-lasting LEDs cut energy consumption by 70%. The City installed energy efficient lighting in the parking garages at Cannery Row, Downtown, and at the Sports Center. The Sports Center lighting swap alone saved \$10,000 in a year. In 2002, the City purchased a first-generation hybrid gas-electric Toyota Prius. Since then, the City has added several other hybrid vehicles to its fleet and continues to purchase emission-reduced fuel efficient vehicles.

As part of its commitment, the City continues to reach out to interested community members and community groups, such as the recently formed Monterey Green Action. Only in partnership with these groups, as well as the other communities on the Monterey Peninsula, can we sustain our environment for future generations. Find out more at monterey.org/green/climate

RECYCLING SUCCESS

By Angela Brantley, Solid Waste Program

Now that Monterey is a signatory to the U.N. Urban Environmental Accords and the U.S. Mayors Climate Protection Agreement, it's important to highlight the good things we are doing in our community and offer some new ideas too.

Battery Recycling Program: The battery recycling program has collected and processed approximately 1,600 pounds of batteries this year. Please remember that alkaline batteries are hazardous waste and rechargeable batteries are recyclable. Battery drop-off sites are located at the Monterey Public Library, City Clerk's Office, Whole Foods Market, and the Youth. Senior. Hillton and Casanova-Oak Knoll Community Centers.

Bag your Bag & Tie Program: Although we strongly urge you to use cloth bags or re-use plastic bags when you shop, plastic bags still find their way into our homes. In Monterey, you can place all your filmy plastic, such as bubble wrap, dry cleaner, clean vegetable, Ziplok and grocery bags, together in one bag, tie the top and place it in the BLUE recycle bin. No SINGLE bags or recyclables in plastic bags please.

July 4th Lawn Party: Recycling was a success this year at the lawn party. The recycling efforts contributed to a cleaner event and 50% less trash generated. Thanks to all attendees.

Recycling the Blues! Thanks to a grant from the Department of Conservation and the Monterey Regional Waste Management District, the Blues Festival at the Monterey Fairgrounds proved that recycling works at large outdoor events. Approximately 20 cubic yards of bottles and cans were diverted from the landfill for re-use in new products.

Did you know? Each year, Americans throw away enough office paper to build a 12-foot high wall stretching from New York to San Francisco. That's 10,000 sheets per person!

2008 BUDGET ADOPTED

The Monterey City Council adopted the FY08 final budget in June 2007. The total adopted operating budget is \$94,850,015, which includes a general fund budget of \$55,220,983. This year's budget includes funds to augment the Council's Strategic Initiatives of developing an infrastructure re-capitalization strategy, and attracting and retaining a high quality City workforce.

Like nearly every other city, Monterey faces the twin challenges of increased need for renewal of streets, sewers, storm drains and facilities and increased competitiveness for qualified staff. Because of these challenges the City faces a projected \$1.1 million deficit in FY08. This was planned for, however, and the budget is expected to come back into balance by FY09 with the new Cannery Row Hotel generating transient occupancy tax (TOT). TOT continues to be the single largest revenue source for the general fund.



RESIDENTS RESPOND TO COMMUNITY SURVEY

The 2007 Community Survey finds that residents give the City high marks with an overall 95% favorability rating.

More than 600 people responded to the Survey, the highest level of participation in five years. The Community Survey rates satisfaction with the City's appearance, community services, neighborhoods, business districts and safety.

Almost 60% of the areas surveyed get "excellent" ratings, including the Fire, Police, Harbor, Parks, Beaches and Library. Clean streets, historic preservation, monterey.org, City Focus, walkways, programs for children, adults and seniors, and neighborhood safety also received "excellent" ratings. Programs for youth and teens registered significant increases since 2000, with teen programs getting the biggest increase (10%) in the entire survey. The Monterey Channel on TV 25 registered the second largest increase in the survey, with positive comments about broadcasts of City Council meetings.

Residents gave the lowest ratings to City (69%) and neighborhood (76%) street conditions, business district parking (74%), neighborhood police presence (78%) and safety in some areas at night. Speeding vehicles (Continued page 6)

TOT GROWTH (General Fund and NIP) 15.5 14.9 16 14.3 14.6 14.2 14 12.5 12 10 8 6 4 2 01 07 est 08 est **FISCAL YEAR**

\$2.3 Million for Neighborhood Improvements

By Sylvia Posadas, Public Works

Neighborhoods across the City are reaping the benefits of \$2.3 million in funding from the Neighborhood Improvement Program (NIP) this year. The City Council approved funding for 38 projects, from a dog park at El Estero to traffic calming in several neighborhoods.

City staff, NIP committee members and residents filled the Council Chamber and presented 75 projects during "voting night" last April. Half of the projects were approved, including the following:

- Traffic calming in Oak Grove, providing bulb-outs and paver walkways at Third and Aguajito streets.
- Traffic calming at Villa Del Monte, with partial medians on Garden and Encina at Palo Verde, and pavement treatment at Casa Verde and Monte Vista
- A dog park at El Estero Eucalyptus Grove, with installation of a cyclone fence to separate small and large dogs, and the maintenance equipment necessary to clean up after the animals.

If you would like to get involved in the NIP, you can fill out the attached NIP nomination card.



MEET MONTEREY POLICE CHIEF TIM SHELBY

Monterey's new Police Chief is a 28-year veteran of the department who rose through the ranks to the top job. Chief Tim Shelby began his law enforcement career as a Patrol Officer with the Monterey Police Department in 1979. He was sworn-in as Chief in July 2007.

During the swearing-in ceremony, City Manager Fred Meurer said, "Tim has the opportunity to shape this department for the next generation." Chief Shelby said his role is to provide vision and leadership to assure that the mission and objectives of the department are accomplished. The Chief added that his vision is "a vision of perfection, which may never be achieved, but is something to strive for." He spoke about the responsibilities of law enforcement, of maintaining the highest standards, and of duty and commitment. To the law enforcement professionals in the audience, Chief

Shelby said, it was important to "temper one's passion for justice with compassion for others." He talked about the importance of holding true to one's core values, of maintaining integrity and a positive attitude. The Chief also spoke about the importance of ethics, teamwork, commitment to the community, upholding the spirit of the law, and never overstepping the boundaries of the position. Chief Shelby said he learned early on that the job of a police officer is "about talking to people, getting to know them, and developing relationships with them."

Chief Shelby became a Sergeant in 1988, Lieutenant in 1996, Captain in 1998 and Deputy Chief in 1999. As Captain/Deputy Chief, he first managed the Support Services Division, then later the Field Operations Division.

He earned his Bachelor's degree in Organizational Behavior from the University of San Francisco in 1988 and his Master's degree in Human Resource Management and Development from Chapman University in 1993. He also attended the California Peace Officer Standards and Training (POST) Supervisory Leadership Institute (1995) and the Command College (2000).

Chief Shelby is the first police officer to come up through the ranks and be promoted to the position of Chief in 40 years.

Condo Conversion Moratorium

By Rick Marvin, Planning Department

The City Council approved a moratorium, or a temporary ban, on the conversion of rental units into condominiums on February 6. The original moratorium was effective for 45 days, but it was continued twice, and will remain in effect until December 19. The moratorium was deemed necessary because the City Planning Division had received inquiries or applications to convert 639 multifamily residential apartment units into condominiums. These projects represented 9.6% of the 6,640 rental units that currently exist in the City of Monterey. Because the City is generally built-out with limited areas to develop additional apartments or rental units, and because the City currently has no water for additional development, the depleted rental stock cannot be re-established at this time. So, the City Council was concerned.

While the moratorium is in place, City Staff and the Planning Commission will be working to amend the Condominium Conversion Ordinance. The amendments are expected to address issues such as:

- Interior finish condition and quality of the low- and moderate-income inclusionary units
- Parking standards
- Proper incentives to gain inclusionary units above the minimum requirement of 20%
- Minimum level of fire safety improvements
- Minimum level of building improvements
- Minimum level of tenant relocation assistance
- Effective programs to ensure that market-rate units are targeted to renters who reside or work in the City of Monterey or other nearby communities

Fire Consolidation Update

By Gundy Rettke, Fire Dept.







The cities of Monterey, Pacific Grove and Carmel began informal discussions of consolidating fire services in early 2005 as a way to make better use of resources in all three cities. The cities subsequently authorized and jointly funded an independent consolidation feasibility analysis that was completed in June 2007. This study concluded that consolidation is both fiscally and operationally feasible, and it recommended merged headquarters functions as an initial step to a potential full consolidation.

The study found that a merged headquarters staff could result in potential aggregate annual savings of \$1.3 million over the costs to continue to maintain separate department staffs. The study also concluded that consolidation would not provide an opportunity to relocate or share fire stations, or reduce the number of line firefighters. While no significant savings would result from a full consolidation of line staff, there would be improved operational efficiencies and enhanced employee recruitment and retention. The full feasibility study can be found at monterey.org/fire/news/feasibilitystudy.pdf

Staff from each of the three cities is currently assessing stakeholder response to the report and consolidation concept. The next step will be to jointly develop a specific proposal for consideration by the three cities' councils.

PET PEEVES

Have you stepped in dog poop in the City of Monterey? The City Attorney's Office can prosecute any citizen under Monterey City Code §6-16.6, if they fail to pick up after their dog or someone else's dog under their control.

There is further incentive to pick up after your dog, if you consider the detrimental effect on the environment. Dog waste contains disease-causing bacteria, which washes down into our ocean if it is not picked up and thrown away. Some beach cities have had to keep visitors out of the water due to high bacteria levels, caused in part from dog waste. There are 830 licensed dogs in the City of Monterey, which can add up to a lot of waste if it is not properly thrown away.

We need to do all we can to help prevent the contamination of Monterey beaches and parks by picking up after our four-legged best friend The City of Monterey provides bags at designated locations and picking up after your pet is a great way to recycle those plastic grocery bags.

RESIDENTS RESPOND TO COMMUNITY SURVEY

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concerned 41% of residents. Safety continues to be an issue in some areas of the City. The survey found 76% of respondents did not feel safe at night along the Recreation Trail, from El Estero to Seaside. This year's survey also revealed an increase in the number of people who said they don't feel safe in City parks at night.

Overall, the 2007 Community Survey found City services remain stable and excellent. You can read the entire 2007 Community Survey at monterey.org/survey

Online Newsletter

The premiere issue of Monterey Focus, the City's new online newsletter, was published on the City's Web site, monterey.org in July 2007. Monterey Focus will be published online three times a year in the months between printed issues of the City Focus newsletter. Monterey Focus features the latest news from the City with links to full-length reports and video.

The online newsletter will allow the City to communicate more often, more cost effectively and in a more timely way with residents and businesses. People can subscribe to Monterey Focus on the City's Web site, monterey.org/efocus, to receive an email notification and link to each new issue of the City's e-newsletter as soon as it comes out.

FOCUS NOTE

City Focus is now printed in color because of advances in printing technology. Color costs just \$400 more for the nearly 16,000 newsletters the City prints each issue. That's about 2 cents more for each newsletter.



Arts & Culture

By Jeanne McCombs, Monterey Public Library

The Monterey Public Library will display over 50 photographs from its latest additions to the "Shades of Monterey" collection in the Alvarado Gallery at the Monterey Conference Center from October 6 – December 31. The "Shades of Monterey" project entails copying photos from the albums of local families and collecting their stories. "The purpose of the project," said Library Archivist Dennis Copeland, "is to add images and information about day-to-day life in Monterey, over the past century, to the Library's California History Room collections and archives. It is an effort to preserve our community memory." The exhibit is an opportunity to share and enjoy those memories. The Alvarado Gallery is open Monday through Friday, 10:00 a.m. – 4:00 p.m. For more information visit monterey.org/library or call 646-3949.

Heart Healthy Exercise

By William Rothschild, Monterey Sports Center

sing a heart rate monitor can make your workouts safer and more effective, and give you valuable feedback that keeps you motivated and moving. A heart rate monitor can show you how hard you are working, and help you keep track of improvements in your fitness levels. At the Monterey Sports Center, most of the cardio equipment in our Cardio Fitness Center is equipped with wireless receivers that can pick up the signal from your monitor and display your heart rate on the machine's display. For outdoor running, walking, cycling and other activities, your heart rate can be displayed on a special wrist watch that is often sold with the monitor.



Although the heart monitors can run the gamut from basic heart rate display to advanced computer link options, the use of a heart rate monitor is fairly easy. Subtract your age from 220 to get your estimated maximal heart rate and then use a percentage of that heart rate to get your target heart rate range based on your fitness goals. For burning fat and losing weight, try to exercise at around 60-70% of your estimated maximal heart rate. For improving fitness levels, exercise at around 70-80% intensity, and for athletes, shoot for 80% or higher to increase competitive fitness levels.

HISTORY FEST

By Jim Conway, Museum & Cultural Arts

Most people recognize Monterey as one of the most historic cities in the United States, and arguably the most historic city in all of California. History Fest is a community celebration of Monterey's past. The Monterey History and Art Association, California State Parks and the City of Monterey, collectively known as Historic Monterey, commemorate Monterey's history each year with events, activities and learning opportunities. Join us this year from October 5-14 when History Fest offers diverse programs to interest historians of all ages. Throughout Monterey, from the Presidio to Cooper-Molera Adobe and the Maritime Museum, programs will be presented to the public. Other groups joining the festivities include the Historic Garden League, San Carlos Cathedral, State Theater and Museum of Art. The kick-off for History Fest will be held on the lawn in front of Colton Hall on October 5 at 11:00 a.m. Learn more about History Fest at historicmonterey.org

TRAVEL ADVENTURES

The Monterey Senior Center has many exciting travel adventures scheduled through December. Join the Golden 55 Travelers for everything from day trips to San Francisco for shopping to overnights in Las Vegas. Coming up this fall, leave the driving to us and enjoy the musical "Guys and Dolls" at the American Musical Theater in San Jose on Saturday, October 13. Then, there is an Ag Venture Tours trip to Garlic World, with wine tasting at Guglielmo Winery, and a picnic lunch at Gizdich Ranch for a short tour and apple pie on Sunday, October 28. Tours are open to the public and depart from the Monterey Senior Center. All tours are on a first-come, first-serve basis. You can pick up a Golden 55 Newsletter at any of the City of Monterey Community Centers, the Monterey Public Library and the Monterey Recreation and Community Services Office. You also can call the Senior Center at 646-3878 for more details or visit monterey.org/rec/golden55.html



Volunteer Hot Picks....

The invasive kelp "undaria" is still active in our harbor. Groups, as well as individuals, are encouraged to help with the ongoing kelp removal project.

The City's CERT - Community Emergency Response Team - has been very active. Join this dynamic group - training takes place on a quarterly basis and the skills learned will last a lifetime.

Like teaching? We are looking for a volunteer to teach basic computer skills to seniors. For information about these and other volunteer opportunities, please visit monterey.org/volunteer or call 646-3719.

Monterey's MVPs

Monterey Volunteers in Policing (MVPs) provide an extra safety net for the community by patrolling downtown Monterey and Cannery Row, checking on vacant homes during summer vacations and holidays and handing out glow necklaces at Halloween. MVPs stop at the stores along Alvarado Street on most Tuesdays to remind shoppers to move their cars before the street is closed for the Farmers' Market. Often serving as community ambassadors, Volunteers in Policing answer questions from visitors, give directions and proudly represent City Police programs at special events. Anyone interested in the MVP program should contact Officer Stidham at 646-3819, or Community Resources Coordinator Tish Sammon at 646-3719.



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Mayor: Chuck Della Sala, Councilmembers: Libby Downey, Jeff Haferman, Nancy Selfridge, Frank Sollecito, City Manager: Fred Meurer Voicemail: 831-646-3799, Fax: 831-646-3793, Email: suggest@ci.monterey.ca.us, Hearing Impaired: 831-646-3721, **www.monterey.org**