



# CITY FOCUS

online



## FIGHTING PRESCRIPTION DRUG ABUSE

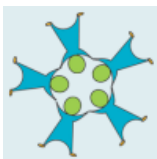
By Police Chief Tim Shelby

The abuse of prescription and over-the-counter medications, particularly by teens and young adults has become a significant problem in our society. Recognizing that, the Monterey Police Department is developing a proactive program aimed at fighting this type of drug abuse where it typically begins - the home. We know that many pharmaceuticals sold on the street or consumed by young people come out of home medicine cabinets. According to the Partnership for a Drug-Free America, one in 10 teens reports having abused an over-the-counter medicine to get high and twice as many, or one in five teens, report having abused a prescription drug to get high. Unfortunately, lots of these medications that were originally intended for legitimate purposes are ending up in the hands of children and the results, which include abuse, addiction and even death, are oftentimes devastating for families.

On September 1, 2010, the Police Department will launch the Pharmaceutical Drug Collection/Drop-Off Program and begin to provide a drop off location for unused, unwanted, and/or expired medication. The secure drop box will be installed inside the lobby of the Police Department at 351 Madison Street, allowing anyone to dispose of medication anytime, day or night. There will be no forms to fill out and no questions to answer. Medication must be in a container and preferably labeled as to type. The medications collected will be regularly destroyed in a safe manner, as prescribed by law.

Our goal is to educate the public about the dangers associated with these types of drugs, and to provide a safe solution for their disposal when they are no longer needed. As an added benefit of this program, it is well documented that many such medications end up discarded into our landfills or flushed down the toilet and into the sewer system, both of which can contaminate our environment and even our water supply.

The Monterey Police Department is committed to providing services that are results driven and that help create a safer Community for everyone to enjoy. It is our sincere hope that this drug education and prevention program does just that. For additional information, please contact Sergeant John Short at 831.646.3822 or [short@ci.monterey.ca.us](mailto:short@ci.monterey.ca.us). If you would like more information on Protecting Your Kids from Drugs, visit Partnership for a Drug-Free America at [www.drugfree.org/](http://www.drugfree.org/).



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Community  
Survey!**  
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YOUR INPUT!**

## NEWS

### Downtown Update



Historic adobes, beautiful gardens, restaurants, and unique retail shops are the heart of downtown old Monterey. While its image has become a bit tattered with two major structural fires and a lack of investment in private properties, endless possibilities still abound.

On June 1, 2010, the City Council prioritized the concept of downtown planning and directed staff to scope a transportation and parking study. The Council also directed staff to coordinate downtown planning with the Monterey Conference Center planning effort, and review planning opportunities to return

Alvarado Street to a two-way configuration.

City staff is proceeding with Council direction by developing an existing conditions report that includes inventories on existing land uses, infrastructure, and parking spaces. Staff is also developing intersection traffic counts that will form a basis for a transportation analysis.

The City Council will receive a progress report and review a tentative work program schedule this summer. The report will include the scope and cost to return Alvarado Street to two-way; which property owners indicate will help attract desirable merchants and fill vacant spaces.

## Waterfront Master Plan Progress

By Principal Planner Elizabeth Caraker

Well into the community-based planning process for Monterey's Waterfront, the City's Waterfront Master Plan team facilitated a third successful community meeting on June 9, 2010 to evaluate the evolving plan concepts and strategies. Over 100 participants, consisting of business owners, fishers, boaters, sailors, kayakers, and other users of the waterfront facilities, worked in small groups to discuss and build consensus on the merits of each of the 25 physical plan components being considered so far.



During previous workshops, the City team led participants through a variety of visioning and brainstorming exercises. The multitude of ideas expressed through these exercises formulated a set of vision and goals for the planning effort as well as a draft plan consisting of strategies and physical plan components that achieve the vision and goals. The next steps of the planning process will require the City team to evaluate the draft plan strategies and concepts in terms of financial, physical, and legal feasibility. The results of this evaluation will be presented at the fourth community meeting on August 25, 2010. Please continue to review the project website at [www.monterey.org/waterfrontmasterplan](http://www.monterey.org/waterfrontmasterplan) for the latest news and information regarding this exciting planning process.



## Program Budgeting

By Assistant Finance Director Mike McCann

On June 16 the City Council adopted their annual budget for the fiscal year ending June 30, 2011. Producing a balanced budget in these tough economic times required sacrifices from City staff, capital and neighborhood projects and judicious use of reserves.

The budget wheels started turning again the following day, as staff began work on a budget for the next year which is going to require another \$5 million in expenditure reductions, based on the best reasonable revenue forecasts.

The decisions that are going to have to be made will impact the City's ability to maintain our historic and physical assets and will be felt directly by citizens needing services.

Program budgeting, outcomes-based budgets, value drivers and legal mandates were all terms tossed around in discussion and presentations leading up to our recent budget adoption. A little background on these buzzwords may be useful to the reader who does not normally operate inside City budget circles.

At the highest level, **Legal Mandates** are the body of law passed by Federal and State legislation and regulation which requires cities do certain things. Preventing storm water from entering the bay, and meeting low or moderate income housing targets, are examples. Beyond mandates and customary city services, many of the City's efforts are informed by a set of **Value Drivers** adopted by the City Council. Each Value Driver is expressed in both specific project initiatives and in on-going services and programs.

**Program budgeting** is a *process* used to match on-going program expenses and revenues to mandates and/or value drivers so Council and citizens can more easily trace the relationship between benefits received and costs incurred. The next annual budget, for 2011-12, will be presented as a set of program budgets.

**Outcomes-based budgeting** is a *philosophy* of budget design that starts with defining goals, then works to allocate

resources to achieve those goals. The key is goals that are important to the Council and citizens, are realistic and can be measured objectively over time. Clear goals open the door to constructive discussion of delivery options, service levels and the relative importance of competing goals.

A **balanced budget** is the ultimate end-product of the budgeting process. Defining a balanced budget may not be so obvious or simple. First, the budget has to align current resources with current expenditure (i.e. meet the payroll and pay the bills). However, as any business person knows, if that is all you do you will not be in business for long. The City has been here a long time and will be here a long way into the future. Our budget must both pay today's bill, and build financial resources for the future. All the City's (that is, the people's) assets require maintenance, overhaul and eventual replacement. For example, if we had a current appraisal done of City owned buildings, parks, roads, sewers, storm drains, wharves and other facilities, it would add up to \$100's of millions of assets. How fast do they wear out? If we say fifty years on average and have a value of \$500 million, prudent business practice would require an on-going investment of \$10 million per year – every year in replacement reserves, just to stay even. That is beyond daily maintenance and before any allowance for growth or inflation. While we accommodate these interests to some degree, the City does not invest nearly enough to be proper stewards of our facilities and infrastructure.

We have a long year ahead to craft a way forward. Success is going to require all of the skills and talents of the City's professional staff, careful deliberation by Council and constructive imaginative input by our citizens. Please be thinking about what you want the future of your City to look like and watch for opportunities to participate and make your voice heard over the next few months.

## 2010 Community Survey

By Communications & Outreach Manager Anne McGrath

The 2010 Community Survey gives you the opportunity to rate City programs and services. It's easier than ever to participate in the Survey. Just click on this [Survey link](#), answer a few questions, add comments if you would like and submit your responses, which will be tabulated automatically with our online survey software.

This is the first time the City has conducted its Community Survey online and it's one of the new ways we're doing business. The online survey and automated results tabulation will save about \$10,000 in costs for printing, mailing and hiring a firm to tabulate the results. Please encourage your family and friends to take the online survey. It will be available through August.



The City has conducted comprehensive community surveys every two years for the past 10 years. The City Manager and Department Directors use the information from the survey to fine tune their operations and respond to the community. We'll report on the results of this first-ever online Community Survey in the September issue of City Focus. You can view previous year results at [www.monterey.org/survey](http://www.monterey.org/survey).

## Special Events Bring Visitors to Monterey

By Communications & Outreach Manager Anne McGrath



The U.S. Open Golf Tournament in June filled Monterey hotels and restaurants with thousands of tourists, kicking off a summer season of special events that are expected to bring increased revenue to local businesses and the City. Before the event even began, organizers announced that the U.S. Open would return again in 2019 to the Monterey Peninsula. Revenue generated from the U.S. Open will help balance the City's budget in a challenging year ahead, and the national television exposure for the Open will bring benefits to our area for years to come.

The Moto-GP International Motorcycle Race at Laguna Seca the weekend of July 23 - 25 is the biggest annual event on the Peninsula, drawing up to 40,000 race fans from across the world to the Monterey area. The good news this year is that the Moto-GP and the California Rodeo will be held on separate weekends.

And there's a new event this summer: the Blue Ocean Film Festival August 24 - 29. BLUE, as it's known, is an ocean-focused forum which combines films, photography, entertainment, conservation outreach and policy discussions for veteran and emerging media professionals, scientists and conservationists.

Monterey also hosts the Blues Festival, Jazz Festival, Classic Car Week, and Cherries Jubilee. The success of each of these events brings visitors and visibility to the place we call home.

For event listings and links visit [www.monterey.org/residents](http://www.monterey.org/residents) or [www.monterey.org/visitorinfo.html](http://www.monterey.org/visitorinfo.html)





## Conference Center Bookings

Conference Center General Manager Dan Concepcion

The economic downturn has had a tremendous impact on the meetings industry and Monterey has weathered much of the storm. The recent trend has seen the booking window for meetings to be very short term from about 30-45 days out. Meeting planners have also become fierce negotiators and expect concessions. In response, the Monterey Conference Center has developed strategic plans to meet these needs, secure business beyond 2011 and regain the decrease in groups and convention delegates.

The Monterey Conference Center in collaboration with the hotel community capitalized on capturing several short-lead group meetings in 2010. The Conference Center continues its growth and excellence in a competitive marketplace.

Targeted for completion in 2010, the Center intends to attain Green Business Certification (GBC) through the Monterey Regional Water Pollution Control Agency, and Leadership in Energy & Environmental Design (LEED) certification from the United States Green Building Council (USGBC).

For more information about the Monterey Conference Center go to [montereyconferencecenter.org](http://montereyconferencecenter.org)

## FEATURES

### Passing the Torch at Museums & Cultural Arts

By Library Special Services Coordinator Jeanne McCombs

In late March, the community mourned the sad loss of beloved local historian and Museum and Cultural Arts Manager, Jim Conway. Jim's staff did a remarkable job of keeping the museums and arts programs running smoothly with the assistance of Library Archivist and Historian Dennis Copeland



who has now been appointed to oversee both the City's museums, cultural arts activities as well as the Library's California History Room and Archives. This arrangement provides continued stewardship for the City's rich historic resources, making use of well-qualified existing staff.

A noteworthy recent addition to the Library's California History Room is a collection of on-camera interviews with fourteen longtime Monterey residents who participated in the Library's *Shades and Stories of Monterey* project, funded by a grant from the Thomas Sr. and Anita M. Doud Fund I of the Community Foundation for Monterey County. In these interviews, people from diverse backgrounds shared their memories of various aspects of Monterey life over a period that spanned the very pivotal mid-20<sup>th</sup> century. Selected stories from these interviews have been made into a documentary film entitled *Shades and Stories of Monterey*, which is available on DVD in the Library to borrow, to view in the California History Room or to purchase from the Library store.

For more information about the Library's California History Room and Archives and its projects, or the Museums and Cultural Arts Division, contact Dennis Copeland at 831.646.3741 or email [Copeland@ci.monterey.ca.us](mailto:Copeland@ci.monterey.ca.us), or visit [www.monterey.org/library](http://www.monterey.org/library).

### NEW Library Hours

The Monterey Public Library Board responded to budget and staff cuts for the 2011 fiscal year by approving a reduced schedule of Library operating hours.

**Effective Aug. 1**, the Library will be closed on Sundays. The schedule for the remaining days of the week will be Mon., Tues., and Wed., 12 noon - 8 p.m., and

Thurs., Fri., and Sat., 10 a.m. - 6 p.m. This information is also available at

[www.monterey.org/library](http://www.monterey.org/library).



### City of Monterey Cemetery

By Parks Supervisor Doug Stafford

Did you know there are three cemeteries within the City of Monterey? There's the Presidio, San Carlos, and the City of Monterey's "Cementerio El Encinal" or Cemetery of Many Oaks.

The City of Monterey Cemetery is located at the corner of Camino Aguajito and Fremont Streets next to the San Carlos Cemetery. It's in the heart of Monterey with views overlooking El Estero Lake and the Monterey Bay. The Cemetery encompasses 10 acres of native oak trees, grass, and landscape areas which were deeded to the City in 1933. Since then City Parks staff has maintained and operated the Cemetery.

Cemetery staff is available on site to provide sales of lots and niches, services, and information about people buried at the Cemetery. There are two columbariums, the newest was constructed in 1998. On many National Holidays, flags are flown throughout the Cemetery to honor our Veterans.

While many of the coastal live oaks and cypress trees are original to the site, the gently sweeping lawns were not planted until 1960. The 10 acres are irrigated using an upgraded system with water from Lake El Estero.

There are many historical figures buried at the City Cemetery, some dating back to 1849. Some of the celebrated locals include: Doc Ricketts (long time friend of John Steinbeck), Flora Adams (Madame of Cannery Row), Sam Powers (bronc buster, stagecoach driver and 17-mile Drive gatekeeper), Jack Swann (founder of California's First Theater), Viola Richard McCafferty (actress with Laurel & Hardy), and Marion Hollins (1921 U.S. Women's Amateur Golf Champion and recognized Golf Course Architect).

Learn more about Cemeterio El Encinal at [www.monterey.org/cemetery](http://www.monterey.org/cemetery).

## City Gets New State Fire Truck

By Fire Department Administrative Analyst Gundy Rettke

On May 4th, the City Council approved an agreement with the California State Emergency Management Agency (CalEMA) authorizing the long-term transfer of a Type-1 all-hazard fire engine to the City of Monterey. The addition of this fire apparatus is a collaborative solution to enhance local fire service levels, operational efficiency, and cost-effectiveness of fire and EMS services.

The new CalEMA apparatus will also replace one of the City's current reserve fire apparatus, thereby reducing our Fire fleet and realizing associated operation and maintenance cost savings. The City will be responsible for local use fuel costs and minor maintenance and repairs less than \$100. CalEMA assumes all other apparatus operating costs.

CalEMA #327 is one of over 100 State-owned fire apparatus strategically deployed and assigned to local jurisdictions throughout California. It arrived at Fire Station 1 on May 12th and will be placed into service upon completion of orientation training.

Find out more about the City of Monterey Fire Dept. at [www.monterey.org/fire](http://www.monterey.org/fire).



## SOLUTIONS

### Summer / Fall Activities Guide

By Recreation & Community Services Supervisor Shannon Beltran

It's time to **play! Monterey!** It's that time of year to start planning for summer and fall activities with the Monterey Recreation and Community Services Department. We offer a variety of fun and educational programs for all ages, including afterschool programs, camps, exercise, field sports, art & crafts, dancing and much more! Our Summer/Fall 2010 guide, **play! Monterey** is available online at [www.monterey.org/rec](http://www.monterey.org/rec) or available for pick up at the Monterey Sports Center, the Monterey Recreation and Community Services Department Administration Office, your local community center or the Monterey Public Library.

Don't forget that the Monterey Recreation and Community Services Department has enhanced our online registration procedure. Now you can set up an online account and begin registering for programs from the comfort of your home or office. Online registration is available 24/7. Avoid the lines and register for most programs online at [www.monterey.org/rec/online.html](http://www.monterey.org/rec/online.html). Registering online is also good for our environment. Less time spent in our cars helps reduce our carbon footprint and means more time enjoying our beautiful city.

As always, the staff of the Monterey Recreation and Community Services Department is here to help. Please call us at (831) 646-3866 if you have any questions regarding online registration or any of our programs. We are available Monday-Friday from 8:00 a.m. – 5:00 p.m.



### Coming Soon! A New Look for City Streets!

By Solid Waste Manager Angela Brantley

Thanks to a grant from the California Department of Conservation, the concrete and metal trash cans located on highly used streets in the City will be replaced with stainless steel combination trash and recycling containers. These containers will better contain trash and discourage birds from picking through it and wind from blowing it into our streets. The recycling portion at the top, highlighted in blue, encourages the recycling of bottles and cans. So, no matter where you are, at work, home, or play, you'll be able to recycle.



### Save Water ~ Collect Rain!

Rainwater catchment is the collection and storage of rainwater for uses such as landscape irrigation, non-potable household uses, and storm water abatement. Most often rainwater is diverted off of rooftops and diverted to storage tanks. Catchment water is not considered drinkable. For a limited time, rebates are offered for installing these systems at your home. For more



## International Coastal Cleanup Day on Monterey Bay

By Community Resources Coordinator Tish Sammon

*Join your neighbors for the largest community-wide cleanup event of the year!* Mark your calendar for the 26th Annual Coastal Cleanup Day, **Saturday, September 25, 2010** from 9 a.m. to 12 p.m. at any of the City of Monterey beaches or out on the bay in a

kayak. Beach locations for this event include Monterey Bay Waterfront Park (a.k.a. Window on the Bay), Del Monte Beach, San Carlos Beach, MacAbee Beach and Fisherman's Shoreline Park.

Kayakers can check in with Monterey Bay Kayaks at Window on the Bay.

**Coastal Cleanup Day** is the premier volunteer event in the world focused on the marine environment. Last year in the City of Monterey, more than 400 volunteers worked together to pick-up trash and recyclables from the beaches and bay. County-wide, over 1,400 volunteers removed nearly 7,000 pounds of trash and recyclables from local beaches and waterways.

Coastal Cleanup Day has been hailed by the Guinness Book of World Records as "the largest garbage collection." As an international event, this cleanup effort boasts participation by over 100 countries on this one day. Coastal Cleanup Day engages people in the removal of trash and debris from beaches and waterways, helps identify the sources of debris, and encourages changes in behaviors to reduce pollution.

**To help reduce the event's environmental impact, please feel free to bring your own trash collection bag or bucket, gloves, and reusable water bottle.** Save Our Shores is coordinating the Monterey and Santa Cruz efforts, and along with Save Our Shores, the California Coastal Commission and City of Monterey are committed to reducing the environmental footprint of this event. For more information, please contact Emily Glanville at Save Our Shores (831-462-5660, ext. 5, or [emily@saveourshores.org](mailto:emily@saveourshores.org) or visit [www.saveourshores.org](http://www.saveourshores.org) for general event details, cleanup site information, and pre-registration.

## Buy Local Monterey

It may be summer but it's always in season to Buy Local Monterey. The City of Monterey and its business organizations are working together to encourage residents to shop, dine and enjoy the entertainment that's available right here in Monterey. The City's business districts are home to a variety of shops, restaurants and entertainment, with many offering specials for local residents. Learn more about each of the City's distinct shopping destinations by watching our Buy Local Monterey programs on Channel 25 or on the web at [monterey.org/buylocal](http://monterey.org/buylocal)



Click on the logos below to visit our Buy Local Partners:





## SOCIAL MEDIA

facebook

The City maintains several Facebook pages to stay in touch with our thousands of fans and keep them engaged with Monterey. Become a fan of the City of Monterey and any or all of its department Facebook pages. They include:

**City of Monterey**  
**Monterey Sports Center**  
**Monterey Public Library**  
**Monterey Recreation Department**  
**Human Resources Department**  
**Monterey Conference Center**

	<b>Waterfront Master Plan</b>
	<p>The Communications &amp; Outreach Office showcases Monterey's many assets to viewers worldwide on our YouTube Channel. One of our most popular videos "What To do in Monterey" has been seen by 20,000 people in just the last few months. Our newest video focuses on Family Vacations in Monterey. You'll find us at <a href="http://youtube.com/cityofmonterey">youtube.com/cityofmonterey</a></p>
	<p>The City is using Constant Contact as its e-mail subscription service to deliver newsletters and publications. We're saving tens of thousands of dollars in printing and mailing costs and are building our subscriber base every month. You can sign up to receive the City Focus newsletter, the Library IDEA newsletter and the Recreation department newsletter. And in this issue, we're distributing the Community Survey online.</p>

CITY FOCUS is now published online only. CITY FOCUS is published quarterly in September, January, April and July. If you sign up for CITY FOCUS, you will receive an e-mail notification and link to the newsletter when its published. We would like to know what you think about CITY FOCUS online. Send your comments to us at the link below.

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