



CITY FOCUS online

BUY LOCAL MONTEREY

The City of Monterey, in partnership with all of its major business organizations, is encouraging people to shop, dine and enjoy entertainment in Monterey. The "Buy Local Monterey" campaign is designed to increase awareness and preference for the wide array of shops, restaurants, theatres and services available throughout Monterey.

Local spending can help sustain our local economy through the current downturn. Buying locally in Monterey supports our local businesses, maintains jobs for local residents, and helps fund vital City services, from the Library to the Sports Center.

The City's Finance Department estimates that a 10% increase in sales could add \$500,000 to the City's General Fund, which pays for programs that benefit youngsters, adults and seniors. A 10% increase in sales could also make a big difference for our local businesses.

Think of it this way, if you just spent 10% more inside the City of Monterey at local businesses, your dollars become an investment in the future of Monterey.

Learn more about the wide variety of products, services and entertainment available in Monterey by watching our special "Buy Local Monterey" programs on The Monterey Channel on cable TV channel 25 and on the City's website at monterey.org/buylocal.

"Buy Local Monterey" is a partnership between the City of Monterey and the Old Monterey Business Association, New Monterey Business Association, Fisherman's Wharf Business Association, North Fremont Business Association, Cannery Row Company and Del Monte Center.

Check out our current Buy Local Monterey videos:

[Fisherman's Wharf Business District](#)

[North Fremont Business District](#)

[Free Parking Programs](#)

["Buy Local Monterey" Kick-off Press Conference](#)



Buy Local Partners:



NEWS

Drive Safe Campaign

By Traffic Sergeant Bob Guinvarch

One of the Police Department's primary responsibilities is to establish and maintain a safe environment within our community. Traffic safety is recognized as a principal element of our "Safe City" initiative and is a very common concern raised by community members. In furtherance of this initiative, the Department created the Traffic Safety and Enforcement Strategy to systematically reduce the number of traffic collisions, deaths, and injuries in Monterey. Our primary objective is to make the roadways of Monterey as safe as possible for everyone.



As part of this strategy, the Police Department launched the "Drive Safe in Monterey" campaign whereby the Department conducts monthly traffic enforcement campaigns aimed at specific violations. For example, our "Hands Free for Safety" campaign in September focused on education and enforcement, targeting drivers who ignored the hands free cell phone law. Other campaigns have focused on pedestrian safety and speeding.

For December, the Department participated in the 'Avoid the 18" DUI crackdown.

We are entrusted with maintaining traffic safety on the roadways of Monterey. We are committed to stopping drivers who violate traffic laws and ensuring you are able to travel in Monterey safely. For further information, please contact Traffic Sergeant Bob Guinvarch at 646-3419.

City Weathers Storm Water Audits

By City Engineer Tom Reeves

The Monterey Regional Storm Water Permit Participants Group, which includes Monterey as well as seven other cities and the County, went through an audit of its storm water permit implementation by the California Regional Water Quality Control Board. The results were mixed, with generally high marks in the public education and outreach areas and lower in subjects such as construction site practices.



The City of Monterey was then selected to be audited by the U.S. Environmental Protection Agency. The results of that audit are pending, but it appears that the results will be similar to the State's audit. In general, the City of Monterey is doing a good job, but we are not flawless and there is room for improvement.

Underlying all of these regulations and the permit is the goal of improving the quality of the waters being discharged from our storm drains. And much of storm water pollution comes from every one of us. When you have the brake pads on your car replaced, ask your mechanic if there is a brake pad for your car that doesn't contain copper. When you garden, don't apply any more herbicides, pesticides or fertilizers than is absolutely needed. In the winter, be rain aware and don't spray for insects around your house if there is rain in the forecast. If you wash your car, do it in a way that the soapy water goes into your garden. And most of all, if you see anything in the gutter or storm drains other than clean water, call 646-3921 and report it immediately.



Budget Shortfalls Projected in 2010-11

The Finance Department [1st Quarter Budget Review](#) for the City Council in December projected a \$1.7 million budget gap for the current fiscal year and a \$3.6 million shortfall the following year. Anticipated revenues from transient occupancy tax (TOT), sales tax and some fees continued to decline in the July - September quarter, prompting a revision in the City's budget projections.

At its January 5th meeting, the City Council reviewed staff recommendations for dealing with the budget deficits. Those recommendations included a proposal to open discussions with employee groups about possible concessions; request assistance from the Neighborhood Improvement Program (NIP); and transfer funds from some reserves. At the same time, budget constraint measures, such as a selective hiring freeze and reductions in operating expenses, remain in effect.

FEATURES

Rec Improves Online Registration!

By Recreation Supervisor Shannon Beltran

The Monterey Recreation and Community Services Department has enhanced its 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 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 646-3866 if you have any questions regarding online registration or any of our programs. We are available Monday-Friday from 8 a.m. – 5 p.m.



Now that online registration is so much easier, start planning to register the entire family for lots of fun activities. Our Winter 2009/Spring 2010 Activities Guides is available online at monterey.org/rec/guide.html or in print at the Recreation and Community Services Department Main Office.

Mark your calendars to sign up for dance, field sports, aquatics, gymnastics, tot classes, music and drama, arts and crafts programs and much more. A variety of **NEW** programs will also be offered, including Art for Beginners, Dog Obedience courses, Little Pirates' Adventure and Mad Scientists. At the Recreation and Community Services Department, we create community through people, parks and programs.

Monterey Parks Make Life Better

By Parks and Maintenance Superintendent Doug Stafford

Monterey Parks are unique, and make life better, because they include well groomed lawns and landscape

plantings, pristine forests, a lake in the center of town, and sandy beaches...all within a mile or two of each other. Families, youth, and seniors can enjoy a retreat from their daily lives by visiting our well-kept parks, beaches, and forested areas, and also experience a wide variety of quality leisure activities. Beginning in 1909 the City began acquiring park land so that most Monterey residents are now within walking distance of a neighborhood park.

Residents and visitors come to Monterey parks for a variety of reasons, including the fresh Monterey air. Some enjoy walking in our forested greenbelts or relaxing near our lakes and beaches. Others enjoy biking or walking on the oceanfront Recreation Trail. Some come to our parks to play or watch sporting events or to exercise, while others bring their children to our parks to use the safe and creative play equipment. Monterey is also proud to offer areas for camping and group gatherings and picnics. Monterey parks provide services that enhance our lives in many ways, and indeed Monterey Parks Make Life Better.

Access to Nature

The Monterey Peninsula has one of the three native Monterey Pine forests remaining in the world. Huckleberry Hill offers miles of trails through the pine forest with excellent ocean views, and may be entered from Veterans Park, our popular forested campground in the heart of the City. If you are looking for a place to walk, hike, or commune with Nature, you might also try Don Dahvee Park, Iris Canyon, or Quarry Park. Some of our parks in New Monterey have excellent views of the Bay: Lower Presidio, Hoffman, and Oak Newton.

Outdoor space to play and exercise

Monterey is best known for the unique play equipment at Dennis the Menace Playground, but we also have 21 other playgrounds throughout the City. The baseball games at Sollecito and Jacks ballparks draw large crowds. The six lighted courts at the Monterey Tennis Center in Jacks Park support kids' summer camps and night play for adults. The three miles of Monterey Recreation Trail connect Monterey Bay Park, Shoreline Park, and San Carlos Beach Park. The Trail is used daily by hundreds of bikers and walkers. And San Carlos Beach is a popular spot for divers who take advantage of the protected waters of Ed Ricketts Underwater Park that extends from the Coast Guard breakwater to Lover's Point in Pacific Grove. Monterey Bay Park has sand volleyball courts just steps from the beach, and El Estero Park has a 1.5 mile exercise course, as well as a skate park, dog park, and the 18-acre lake with fishing and paddleboat rentals. Recently disc golf courses have been installed at Don Dahvee and Ryan Ranch Parks.

Places for youth activities

Our state-of-the-art Monterey Sports Center provides activities for all ages, including swimming, basketball, and a summer program for youth. The Monterey Youth Center in El Estero Park, Hilltop Park Center, and the Casanova Oak Knoll Park Center also offer special programs for youth, including dance, gymnastics, and after-school activities. Several of our parks are used for a variety of youth sports by the City's Recreation Program, Monterey Pony Baseball, and Monterey High School.

Places for group and family gatherings

Many Monterey families visit El Estero, Casanova Oak Knoll, Via Paraiso, and Whispering Pines Parks for group picnics. Veterans Park, with its three group picnic areas and large open lawn, hosts over 20,000 people annually for group events. The Monterey Youth Center, Hilltop, and Casanova Oak Knoll Centers offer space for social events and neighborhood meetings. The lawn area in front of Colton Hall is the venue for numerous Community events, and its adjacent Friendly Plaza is the site for the City's annual Cutting Day.

So come experience our parks...and see how Monterey Parks Make Life Better.

Open Historic Buildings

By Museum & Cultural Arts Manager Jim Conway



Monterey has the most adobes of any city west of Santa Fe and we promote them. They are one of the major reasons why people come to visit. Why we have so many adobes is a combination of the isolation of the Monterey Peninsula and the extraordinary preservation efforts of California State Parks, the Monterey History and Art Association, the City, and our residents.

For years residents and visitors have enjoyed the 19th century buildings along with the colorful people and historic events associated with Monterey and our adobes. However, many buildings are now closed due to difficult economic times at the state, regional and local levels. Hard times mean hard decisions. Those decisions are being made by State Parks, Monterey History and Art Association and other non-profits.

The City of Monterey has been able to keep Colton Hall open 362 days this fiscal year. When this decision was made, we did not know how important that would be in light of other closings. At times, Colton Hall and the Presidio Museum are all that is open for visitors. This has allowed thousands of school children to visit along with researchers, residents and tourists.

For us at Colton Hall and at the Presidio Museum being able to stay open is important. Tourists come to Monterey for a cultural experience, and we can offer that experience. We, in the Museum Division, will continue to support our partners in their hard times by offering a quality heritage experience to our visitors.

Heritage tourism is important to the city's vitality. It is one area that our division feels we can grow our contributions helping get through these hard times. We will continue to work with Historic Monterey and our partners to promote our cultural resources and keep Monterey an island of adobes.

Stories of Monterey

By Library Special Services Coordinator Jeanne McCombs

The essence of any community is its people, and it is the stories of Monterey's people which enliven and convey our rich and diverse history. Similarly, it is the photographs found in the albums of local families that provide some of the richest visual documentation of daily life in Monterey.

For over a decade, the Library has been collecting photos and stories of day-to-day life in Monterey through its "Shades of Monterey" project. Recently, the Library received a grant from the Thomas and Anita Doud Fund of the Community Foundation for Monterey County, to develop a new segment of this project that places special emphasis on the collection of stories through on-camera interviews of longtime Monterey residents. These video interviews will capture treasured memories for the families of the interview subjects. They will also become part of the Library's California History Room and Archives, where they will provide rich primary source material.

Selected stories from these interviews are now being integrated into a short documentary film produced by Library and City staff, which will also become available in the California History Room collections. This film will capture the memories, dreams, and legacies of longtime residents who were eyewitness to Monterey life in the historically pivotal mid-20th century.

A public screening of the documentary, *Shades and Stories of Monterey*, will be presented on Saturday, March 13, at 4 p.m., in the Steinbeck Forum, at the Monterey Conference Center. For more information call 646-3949 or email mccombs@ci.monterey.ca.us.



SOLUTIONS

Paper or Plastic? Try Re-usable Bags!

By Solid Waste Program Manager Angela Brantley

Plastic bags are a true menace to our ecosystems. Although we try to recycle bags, almost all of the 400 bags used **per second** in the state are thrown into the trash.

At least 267 species have been scientifically documented to be adversely affected by plastic marine debris and it is estimated to kill over 100,000 marine mammals and turtles each year. Plastic bags are considered especially dangerous to sea turtles, who mistake them for jellyfish, a main food source. 86% of all known species of sea turtles have had reported problems of entanglement or ingestion of marine debris.

Plastic bags that enter our marine environment eventually break down into small fragments, which in some areas of the ocean outweigh plankton by up to 40 times. Every **second**, 400 light and aerodynamic plastic bags are distributed in the State of California. That's 14 billion bags per year! Paper bags, although biodegradable, are still using a valuable resource: TREES.

So, what can you do? **Bring your own bag wherever you go.** It's simple! Get in the habit by storing bags in your vehicle, or place them at the doorknob where you exit your home each day. Or better yet, put them with your bicycle to use when you go shopping! When you check to make sure you have your purse or wallet to go into the store, that's your cue to get your bags. Remember to use them in markets, pharmacies, department stores or wherever you are buying things. Reusable bags are made from sturdy materials and you are able to carry products without fear of bags breaking and spilling materials from your container.

Many of you say that you use plastic bags for your trash or to clean up after your pets. My theory is this, without even trying you will wind up with plastic bags in your possession. They somehow multiply in your closets. So, when you can make a conscious choice, stop the vicious cycle of plastic bag usage and bring your own bag. Break the plastic bag habit. Use sturdy reusable bags and Brag about your Bag!

To learn more about waste reduction programs, visit our website at www.MontereyRecycles.org or contact Angela Brantley at 646-5662 or Brantley@ci.monterey.ca.us



Your Preventative Health Care Plan

By Monterey Sports Center Fitness Manager William F. Rothschild

With all the discussion on health system reform taking place in Washington, prevention has become the buzzword for the national media and our representatives. We know from years of research and epidemiological studies that it costs far less to prevent health and medical issues from developing by following a healthy lifestyle pattern of regular exercise and good dietary habits than from treating the many diseases and illnesses that result from poor lifestyle choices.



At the Monterey Sports Center, we preach that exercise and good dietary choices are the best way to maintain health and vigor. We work hard to encourage our youth to participate in fun activities like sports and swimming to motivate them to exercise at least an hour every day. We accommodate working adults by opening at 5:30 a.m. and staying open until 9:30 p.m. at night during the week and extended hours on the weekends to allow them the opportunity to fit exercise into their busy schedules.

We offer a huge array of exercise classes, from therapeutic to aquatic to yoga to zumba and kickboxing to spinning and more (over 100 classes every week) to motivate individuals and provide social networking opportunities that facilitate regular participation. We provide fitness training and Physical Therapy services to provide safe and appropriate fitness activities for our seniors, our disabled and those recovering from injury and illness. We've even gone the extra mile to become certified preferred providers of Medicare, Tricare and private insurance plans to make our services accessible and affordable for individuals with limited incomes, military personnel and their dependents and working adults.

Everyone can practice prevention in the form of healthy lifestyles. Better nutrition and higher levels of physical activity don't increase cost, and they bring a huge payoff in terms of lower health-care costs, increased productivity and greater quality of life. Getting more active, eating a bit healthier, incorporating some kind of movement into everyday life – those are the main keys to health, longevity and disease prevention. It was recently reported that treating obesity was responsible for the biggest jump in healthcare spending in recent years; obese populations accounted for \$303.1 billion in healthcare costs in 2006, nearly doubling the \$166.7 billion spent on these individuals in 2001.

In a very real sense, exercise is medicine. Studies repeatedly show that physical activity and exercise can help prevent obesity, cardiovascular disease, diabetes and other chronic conditions. And leading a healthier lifestyle needn't mean hitting the treadmill every night or becoming fanatical about exercise. Walking for 30 minutes each night after dinner or during a lunch hour has powerful preventive effects and requires just a pair of comfortable walking shoes.

Physicians and other healthcare providers should encourage patients to become physically active. A public survey conducted in 2007 by the American College of Sports Medicine found that nearly two-thirds of patients (65 percent) would be more interested in exercising to stay healthy if advised by their doctor and given additional resources.

Bottom line: While we trim unnecessary costs to better manage healthcare resources, let's keep in mind the powerful and necessary cost-effective potential of healthy lifestyles. Truly, exercise is medicine – a prescription for better health.

SOCIAL MEDIA

facebook

The City of Monterey and several departments are now on Facebook. You can become a fan of the City's Facebook page. Just click on the Facebook logo (to the left) to join us. From there you'll find other City Facebook pages, including:

Monterey Sports Center
Monterey Public Library
Human Resources Department
Monterey Conference Center

You Tube
 Broadcast Yourself™

The City also has its own channel on YouTube where you'll find videos about everything from the shops and restaurants in our various shopping districts to recycling tips. You'll find us at youtube.com/cityofmonterey

Constant Contact
 Connect. Inform. Grow.

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.

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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City of Monterey