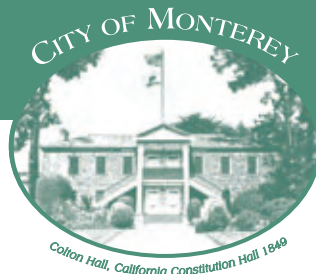


CITY FOCUS

Volume XXI, Number 3

Fall/Winter 2006-2007



MONTEREY MOVES FORWARD

ANNUAL REPORT: PROGRESS ON PRIORITIES

Construction of the new Cannery Row Hotel on three long-vacant parcels of land bounded by the Bay and Wave Street is perhaps the most visible sign of progress in Monterey. The lots are buzzing with activity as heavy equipment clears the foundation for a new multi-story waterfront hotel with guestrooms and retail on both sides of Cannery Row.

Public access to bay views is planned via a pedestrian promenade and walkway between the bayside hotel building and Bubba Gump's restaurant. As part of the project, a new parking garage also is under construction on the lot below the Sardine Factory.



New Cannery Row Hotel and Promenade looking toward the Aquarium

In the months ahead, the hotel and parking garage will take shape on areas that were eyesores for 20 years. This project is visible proof that the City of Monterey is moving forward. Progress is the theme of the Fall/Winter edition of City Focus. It is an update on the progress made on priorities set by the City Council for this past year.

"From street improvements to mixed-use housing and neighborhood improvement projects, the City of Monterey is taking positive steps to protect the quality of life we all enjoy here and to position our city for the future," says City Manager Fred Meurer.

Mixed-use developments are in the pipeline to provide a blend of retail space and affordable housing in the core downtown. Apartments and commercial space on a vacant lot next to the Monterey Hotel on

Alvarado Street will soon be under construction. Other mixed-use projects are under study for the former Regency Theater on Alvarado and the area across from the site of the new Trader Joe's along Munras and Webster streets.

Creating new places where people can live within walking distance of shops and
(continued on page 4)



Temporary walkway during construction on Cannery Row

TABLE OF CONTENTS

• • •
Priorities for 2006/07 Fiscal Year

2

• • •
Storm Water Plan Wins Approval

3

• • •
Construction Hours Change

4

• • •
Neighborhoods Get \$2.1 Million

4

PRIORITIES FOR 2006/07 FISCAL YEAR

In the current fiscal year, the City Council set its priorities for housing, public works, public safety, historic preservation and economic development in July. These priorities guide the Council as it makes decisions for the future of Monterey.

In housing, the Monterey Hotel mixed-use/apartment project is targeted for completion by early 2008, providing a new place for people to live downtown. The project includes 24 new hotel rooms, 18 apartments and retail space, and is under construction on a lot next to the existing hotel.



**Mixed-use project on Alvarado Street:
hotel rooms, apartments and retail**

A location for new workforce housing is to be identified this year, with an eye toward exploring city-owned land at Fort Ord and Ryan Ranch.

Traffic improvements along Lighthouse and completion of the Highway 68 improvements at CHOMP are on the Council's priority list. The intersection of Del Monte and Washington, North Fremont Street, and Del Monte Avenue are other areas slated for improvements.

On Cannery Row, construction of a new hotel brings with it improvements at McAbee Beach as it is converted to public open space. Funding for McAbee Beach improvements comes from the Cannery Row Business Association and the Neighborhood Improvement Program.

Historic preservation efforts continue to focus on promoting Monterey's rich literary and cultural history to residents and visitors. Preservation of the Pacific Biological Lab, Wing Chong Market and La Ida Cafe are in the early stages of development.

Programs to educate city residents about storm drains kick into high gear this year as the Council focuses on ways to finance federal- and state-mandated storm drain improvements. Other infrastructure improvements include maintenance of the sewer system and re-paving of some city streets.

The Monterey Fire Department continues to participate with neighboring fire departments
(continued on page 8)



SURVEY SPOTLIGHTS LIBRARY

The Monterey Public Library wins high marks from the people who participated in this year's Citizens Survey. Comments, such as, "I love my library," "a first-class, five-star gem," and "vibrant, energetic, alive and joyful" fill the survey.

Library goes single out the "Stories for Adults" program as one of their favorites. They appreciate the activities for all ages and want to see more of them in the future. They also like the facility and new technology. But the most consistent comments focus on the "friendly" and "helpful" staff.

The most requested change from survey respondents is more open hours, especially nights and weekends. People also want more media, such as CDs and

DVDs, and more Internet work stations. A technology upgrade is underway at the Library, with increased Internet access and word processing to come soon.

Storm water management is getting people's attention with survey participants asking for more information about what can and cannot be disposed of legally. But people's biggest concern is raccoons and other small animals living in the sewer and storm drain systems.

Curbside recycling of batteries and limiting

the hours of operation for gas-powered leaf blowers are frequently repeated requests in the survey.

City TV cable Channel 25 is drawing suggestions for new programming from the people who watch it. They want to see more re-runs of the Panetta Lecture Series and programs focused on Monterey's history, seniors, community meetings, even a morning exercise show.

Visit the Library online at www.monterey.org/library.

PROGRAMMING NOTE:

Want to know more about the City of Monterey? Tune in City TV on cable Channel 25. That's where you will find live and taped broadcasts of City Council and Planning Commission meetings, as well as a variety of other public interest programming.



STORM WATER PLAN WINS APPROVAL

One of the City's greatest accomplishments this year involves storm water management. That's important because storm water flows directly into the Monterey Bay National Marine Sanctuary. Protecting the pristine bay for generations to come means keeping contaminants out of the storm drains today.

After almost six years of effort, Monterey received unanimous approval from the Central Coast Regional Water Quality Control Board for its Storm Water Management Program. Several environmental groups, including the Natural Resources Defense Council, also endorsed the plan. The plan calls for even more stringent enforcement of our storm water ordinance and a bigger effort toward public education.

This means you will be learning about ways to protect our environment by preventing unlawful discharges into the storm drains through ads in newspapers, movie theaters and on radio in the coming year.

The City is serious about stopping illegal discharges to the storm drains. Hefty fines will be imposed on anyone who violates the prohibitions on flushing contaminants, such as paint and wash water, into the storm drains. If you witness activities that you think might be harmful to the environment, please call the Public Works office at 646-3921 or call 646-3914 after hours. For more information, please contact Rick Riedl at 646-3923 or visit us on the Web at monterey.org/publicworks/stormwater.

Mixed Use May Ease Housing Crunch

Housing continues to be a major challenge for the City, its residents and local businesses. Sustaining the local economy by maintaining a vital community and workforce remains a key objective of the City.

Mixed-use housing, a blend of retail and residential space, appears to be one solution in neighborhoods near the downtown. With Trader Joe's move into the old Safeway building, the surrounding area along Munras and Webster streets could be a prime location for mixed-use buildings.

The goal is to make Monterey an even more livable city where people can rent or own a home, find employment, and walk to work, restaurants and shops. More than 75% of the people who work in the Hospitality Industry on the Monterey Peninsula live on the Peninsula, according to the 2005 Monterey County Labor Market Study.

HISTORIC PRESERVATION

Historic preservation is a City priority that blossomed this year. Monterey's designation as a Preserve America community focuses a national spotlight on the City and makes it eligible for federal grants. The City is benefiting from a \$100,000 Preserve America grant this year for new signs, pamphlets and web-based tours of historic sites.

Monterey also is one of the Dozen Distinctive Destinations named by the National Trust for Historic Preservation. Both designations highlight Monterey as a cultural tourism destination.

With those designations, the City achieved its goal of promoting historic resources and heritage tourism by collaborating with local history partners. "Early Monterey history is California history," says Monterey Museum Coordinator Jim Conway. "People visit Monterey because of its rich heritage, and in doing so, they learn about our past and support our local economy."

Public Service Center UPDATE

Plans for a Public Service Center are undergoing further review following a vote by the City Council to rescind all approvals for the project. The Public Service Center is a source of controversy, with some raising concerns about its impact on the historic district and its cost.

Based on public input, the City scaled back the proposed Public Service Center several times in recent years. The City had hoped to create a more efficient office environment with workers and public access to city services under one roof.

CONSTRUCTION HOURS CHANGE

In an effort to minimize construction noise for residents, the City Council approved a new ordinance limiting the hours for construction. The allowed hours are 7 a.m. to 7 p.m. Monday through Friday, 8 a.m. to 6 p.m. on Saturday and 10 a.m. to 5 p.m. on Sunday.

The new limits apply to all projects approved with a building permit, including home additions in residential areas and office or store additions in commercial areas.

Until the new ordinance was approved, there was never a clear time limit and construction noise complaints were dealt with in the same manner as a loud party. The Planning Commission and City Council recognized that it made more sense to establish clear start and stop times.



That is exactly what the new ordinance did when it went into effect on October 5th.



THE CITY THANKS YOU!

The City of Monterey and the people who live here extend thanks to Mayor Dan Albert, who leaves office after more than 25 years of service. Mayor Dan began his political career on the City Council in 1979 and won election as Mayor in 1986. Albert served as Mayor from 1986-2006, and earned the distinction of being the longest serving Mayor in the history of Monterey. Creating an open view to Monterey Bay from Del Monte Avenue, Window-on-the-Bay, is one of his many accomplishments.

Thanks too to City Councilmember and former Mayor Clyde Roberson who also leaves office this fall. Roberson was elected City Councilmember in 1981; Mayor in 1983 and 1985; and Councilmember again in 1986, 1996, 2000 and 2004. Clyde Roberson championed construction of the Monterey Sports Center and was deeply involved in a number of neighborhood revitalization efforts.

Dan Albert and Clyde Roberson leave important legacies for our community and their many contributions will long be remembered.

MONTEREY MOVES FORWARD (continued from page 1)

restaurants can revitalize the downtown. New guidelines for Downtown and East Downtown (between Washington Street and Lake El Estero) are being developed to encourage more mixed-use development.

“Building for the future with a deep respect for our history is the goal of everything we do in Monterey,” says Meurer.

Neighborhoods Get \$2.1 Million



Neighborhoods across the City are reaping the benefits of \$2.1 million in funding this year from the Neighborhood Improvement Program. The City Council is funding 32 projects, from street widening to energy-saving lighting.

City staff, NIP committee members and residents filled the Council chamber and presented 95 projects during “voting night” last April. More than one-third of the projects were approved, including the following:

Spencer 600 Block Widening: to improve and widen the street to provide 2-way traffic and on-street parking.

Monterey Sports Center Natatorium Lighting and Tile Replacement: to improve lighting in the pool area and save energy and to replace damaged tiles at the drop-off area.

Lower Presidio Pedestrian Bridge: to connect Old Town and New Monterey.

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

Design Awards are Under Review

The City of Monterey's Design Awards Program recognizes exemplary building and landscape design, and acknowledges designers and property owners who contribute to the City's notable architecture and overall aesthetic. The Design Awards categories include new construction, remodels and additions, landscape design, as well as graphic design and signs.

Projects completed since June 2002 were eligible for nomination this year and the public response was strong. The Architectural Review Committee considers this year's nominees at its November and December meetings and presents awards in early 2007.

The Planning Division and the Architectural Review Committee want to thank those who nominated projects, as well as the designers and property owners who continue to beautify Monterey.

STREET IMPROVEMENTS

Cannery Row got even more visitor-friendly this year. The City put new benches along the street so tired tourists can take time out to enjoy the scenery. New trashcans, newspaper racks and banners also line the historic street.

The improvements are part of a streetscape study done by the Cannery Row Business Association and approved by the city's Architectural Review Committee. The Cannery Row Business Association paid for the streetscape improvements as part of a larger effort to create a new image for Cannery Row.

CHANGE A LIGHT BULB! CHANGE THE WORLD

Did you know that a \$3 investment could save you \$38? And you can make this investment right at local neighborhood stores.

Compact fluorescent light bulbs (CFLs) last 7 to ten years (up to twenty times longer than regular light bulbs) and use 75% to 80% less electricity. That saves you money and it saves energy.

If every U.S. household replaced just one 60W light bulb with a swirled compact fluorescent, enough energy could be saved to power 619,814 homes or a city of 1.5 million people. That is the equivalent of shutting down two power plants; not burning 29,963 railcars of coal; or taking 1.3 million cars off the road.

Making the switch to compact fluorescent light bulbs can have a positive impact on energy consumption, greenhouse-gas emissions, global warming and the local landfill. So, how about making a \$3 investment?

And just in time for the holidays, the first 100 residents to contact the City at 646-3920 will receive a free light bulb to be picked up at City Hall in the Public Works Department.



NO SMOKING ON BEACHES

Did you know that the beaches along the Monterey Peninsula are tobacco-free? Monterey, Pacific Grove, Carmel and Sand City now prohibit smoking on local beaches. That means Del Monte, McAbee and Window-on-the-Bay beaches in Monterey are now smoke free.

More than 1,000 cigarette butts were picked up on McAbee Beach during Coastal Clean-up Day in 2004. The Coalition for a Tobacco-Free Monterey County says

cigarette butts are the biggest source of beach litter, and can take up to 15 years to degrade. Cigarettes are potentially lethal to marine life. Sea animals and seabirds commonly swallow discarded cigarette butts, causing starvation or death if the intestinal tract or air passages are blocked.

For more information about the Coalition for a Tobacco-Free Monterey County, please contact Elsa Mendoza, Monterey County Health Department, at 755-4541.

BEWARE OF BOGUS PHONE SOLICITATIONS

Several areas of the state report they are getting calls from solicitors saying they are raising money for the California Police Chiefs Association (CPCA). The CPCA says they are not involved in any campaign to raise funds and the use of their name is inappropriate and not sanctioned. The Monterey Police Department also does not engage in phone solicitation for fund raising and any calls of this nature are fraudulent. Everyone should use caution when receiving any solicitation by phone. The Monterey Police Department encourages people to contact organizations directly to determine if the fund raising is legitimate. For more information, visit monterey.org/mpd

HISTORY BUFFS

What's in a Name?

Have you ever wondered how a street gets its name?

It's easy to guess the origin of some streets, such as (Benjamin) Franklin and (Thomas) Jefferson, named for a founder and a president of the U.S. Others, such as Alvarado, are named for prominent early residents of Monterey whose houses were street landmarks.



Street names signal city history

Street names are often instant reminders of our community's rich and colorful history. For example, did you know that Dickman Avenue in New Monterey was named for famed artist Charles Dickman, who lived there from 1901 to 1914?

Try your hand at the following quiz, and the next time you are on a city street think about the story behind it.

- 1 This street was named for a well-known merchant, treasurer of the Mexican government in California and later town trustee. His adobe house still stands on the street and is a historical building.
- 2 Which two streets are named for land baron David Jacks?
- 3 What is the original name of Cannery Row?
- 4 Which four streets are named for governors of California?
Clue: All were governors before California became part of the United States.
- 5 Which street is named for a soldier who lost his life fighting the great 1924 oil fire near Cannery Row?
- 6 Where was Washboard Alley?

Answers: 1. Abrego St., for Jose Abrego; 2. David Ave. and Don Dahvee Lane (phonetic rendering of Spanish "David"); 3. Ocean View Ave., renamed in 1957; 4. Alvarado, Castro, Figueroa, Micheltorena; 5. Private Bolio Rd; 6. Lighthouse Ave. due to water erosion in 1903.

Volunteers

Beautify the City

Sixth-grader **Sierra Garcia** is keeping our beaches clean with the help of more than a few friends. With a little guidance from the City, Sierra organized a "Save the Beaches" clean-up program last year.

At first, she gathered a few friends together to clean up Del Monte Beach every month. Now she sends email alerts with the date and time of the next clean-up to more than 40 volunteers. Her newest challenge is the California Coastal Commission's annual Coastal Clean-up Day at Monterey Municipal Beach. This year, Sierra served as a Beach Captain and coordinated the efforts of 103 volunteers. They collected 237 pounds of trash and 51 pounds of recycling in one day! Sierra is a very busy sixth-grader at Stevenson School, but she continues her community commitment to the monthly beach clean up. Well done Sierra!

Glynn Wood became aware of a significant amount of trash and debris when he switched from running to walking along Skyline Trail four years ago. He now covers 8 miles a week – trash bags in tow and sporting a yellow safety vest - to keep the forest trail pristine.

Bob Flowers has spent over 800 hours of his time gathering trash from one end of the Recreation Trail to the other since 2003.

Thanks to each of you!

If you are interested in information on volunteer opportunities with the City of Monterey, call 646-3719 or visit monterey.org/volunteer.

Volunteers Needed!

Join the Colton Hall **Hosts & Hostesses** and be a vital part of the City's holiday celebrations. From greeting visitors to serving goodies during the City's Christmas Tree Lighting ceremony and Christmas in the Adobes, Hosts & Hostesses dish up warm welcomes in historic settings during the holidays.

Continuing needs include: Library Assistants, After-school Homework Helpers, Volunteers in Parks, weeding the harbor of invasive kelp, Presidio Guides, Community Emergency Response Team trainees (Classes start after January 1), Sea Lion Watch.



“Born to Read” Program Promotes Early Reading

EARLY READING PROGRAM

As part of the Library’s community outreach, the innovative “Born to Read” program joins you in helping your baby develop a lifelong love for reading through storytimes for babies and their siblings, and connections with the medical community.

The family of each newborn in Monterey is eligible for a “Born to Read” packet

containing information about the importance of reading to babies, a board book and a coupon for a second board book that can be redeemed at the Library.



Kiera enjoys a book

The packet is available during a Community Hospital post-birth home visit or at the Library. For more information about “Born to Read” contact Kathy Nielsen at 646-5660 or email nielsen@ci.monterey.ca.us

BETTER HEALTH IN 30 MINUTES

The U.S. Surgeon General, along with the Centers for Disease Control and the American College of Sports Medicine recommend that you get a minimum of 30 minutes of moderate-intensity physical activity on most days of the week. You can do all 30 minutes at once or break it up into 10- or 15-minute segments.

Moderate intensity exercise is any physical activity that causes a slight but noticeable increase in breathing and heart rate. One way to gauge moderate activity is with

the “talk test” – exercising hard enough to break a sweat but not so hard you can’t comfortably carry on a conversation.

Brisk walking fits the bill for moderate-intensity activity. How fast is brisk? For the average person, it means walking 3-4 miles an hour, or about as fast as you would walk if you were late for an important appointment. Walking is an ideal exercise for many people. It doesn’t require any special equipment, can be done any time and any place, and is generally very safe.

“STORIES FOR ADULTS” Returns to Library

The Monterey Public Library’s 21st annual “Stories for Adults” series opens with a performance by one of America’s most distinguished and versatile storytellers, Mary Gay Ducey, on Wednesday, January 17, at 7:00 p.m. Ducey is a professional storyteller who has appeared at major venues, including the National Storytelling Festival. She is a writer and keeper of her family history, and she tells wonderful personal and family



stories. Ducey also has taught storytelling classes at her alma mater, U.C. Berkeley.

The award-winning “Stories for Adults” program is the longest running series of its type nationwide, and is open to anyone ages 16 and older.

You can use your Monterey Public Library card to obtain one ticket in advance at the Checkout desk. Additional tickets may be purchased for \$8.00. For information call 646-3949 or email mccombs@ci.monterey.ca.us

Building a Community of Readers

BOOK REVIEWS ON CH. 25

Library staff members discuss books that you might like to check out for your reading enjoyment on the “Cover to Cover” program, aired on City TV cable Channel 25. Tune in during the last full week of each month on Tuesdays and Thursdays at 6:30 p.m., Mondays, Wednesdays, Fridays, Saturdays and Sundays at 9:30 a.m., and again on Sundays at 1:30.

TRANSFORMATION IS IN THE AIR!

Transformation is a word heard a lot around City Hall these days. That is because our staff members are spending a lot of time streamlining business processes and applying new technology to better serve the public.

A wide array of transformation projects are underway including:

1. a citywide content management system with electronic document management which will eventually make many documents directly available through the Internet;
2. an automated timekeeping/payroll system which will save thousands of hours of staff time over today's manual system;
3. new cost accounting systems that will help us better understand and therefore reduce our cost to do business;

4. integration of separate data systems so information can be shared without the need for manual staff input, and
5. reorganization of a number of departments and work units to improve our internal coordination and the services we deliver to the public.

This transformation is intended to help our employees work smarter and to place more and better information at our disposal. Some of these processes will save actual dollars over time, while others will help us recognize a better return on an investment. All have been shown to be good business practices, and have had proven value in other public and private organizations. Said another way, we believe that these initiatives are among the things that we can't afford not to do.

To learn more about the City's transformation efforts, please call the City Manager's Office at 646-3760.

PRIORITIES FOR CURRENT FISCAL YEAR (continued from page 2)

in a feasibility study to determine if a joint fire agency would provide improved services at controlled or lower costs.

The Monterey Public Library is looking for new sources of funding and endowments that will improve library service to residents, local business owners, employees, students and visitors.

Delivering all these services to city residents requires a highly trained staff. So new staff development and leadership programs are being developed and offered to city employees to enhance performance.

Cities Seal Closer Ties

The City of Monterey and the City of Dubrovnik, Croatia are forming closer ties through a partnership agreement that now makes them Sister Cities.

The expanded partnership follows a two-year exchange program sponsored and funded by the U.S. Agency for International Development. The "twinning" program provides assistance to countries implementing economic and democratic reforms. Croatia declared its independence from Yugoslavia in 1991.

Monterey is one of four U.S. cities paired with similar cities in Croatia in an effort to find solutions to common problems. Dubrovnik is a seaside community that relies heavily on tourism to fuel its economy. Monterey and Dubrovnik are working together to promote year-round tourism and broader-based local economies. Dubrovnik is known as the "pearl of the Adriatic" and is considered to be Eastern Europe's Riviera.

Monterey and Dubrovnik plan to exchange students, faculty and research from CSUMB, MIIS and the University of Dubrovnik.



Citizens and Friends
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City of Monterey

Mayor: Dan Albert, Councilmembers: Chuck Della Sala, Libby Downey, Jeff Haferman, Clyde Roberson, 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

Neighborhood Improvement Project 2007

NAME _____

ADDRESS _____

EMAIL _____ TELEPHONE _____

Please note: the information above must be completed for the project to be considered.

PROJECT LOCATION _____

DESCRIPTION OF IMPROVEMENT _____

DESCRIPTION OF NEED/EXPECTED BENEFITS _____

IS THE PROJECT SUPPORTED BY YOUR NEIGHBORHOOD?

Yes No Don't Know Not Applicable

Submission Deadline: February 16

If you have questions about the Neighborhood Improvement Program, please call our Construction Management Division at 646-3997 or email us at clement@ci.monterey.ca.us

Please take a moment to review
the attached cards.

Your comments and
suggestions are important.

POTHOLE COUPON

City streets are used heavily. As a result, sizeable potholes may develop - sometimes suddenly. In order to stay on top of the repair of our community roadways, we encourage you to notify us when a problem occurs. Please use this "Pothole Coupon" to notify us when sections of streets and roadways need repair.

This coupon is redeemable at the Public Works Department, Room 7, City Hall (646-3920) and is good for the repair of at least one irritating pothole.

POTHOLE LOCATION _____

POTHOLE DESCRIPTION _____

NAME _____

TELEPHONE _____

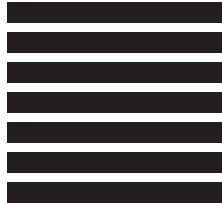
If you have questions, please call our Public Works Department at 646-3920
or email us at suggest@ci.monterey.ca.us



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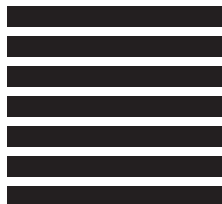
CONSTRUCTION MANAGEMENT DIVISION
CITY OF MONTEREY, CITY HALL
351 MADISON STREET
MONTEREY, CA 93940-9918



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CITY OF MONTEREY, CITY HALL
351 MADISON STREET
MONTEREY, CA 93940-9918



Make Your Community A Better Place To Live

You can make a difference in your neighborhood by suggesting project ideas for the Neighborhood Improvement Program (NIP).

Established in 1985, NIP targets tourist-generated tax dollars into the City's residential neighborhoods.

At least 16 percent of the money collected through hotel taxes (Transient Occupancy Tax) is spent on neighborhood and community improvements each year.

What is an NIP project?

A Neighborhood Improvement Program project is any public improvement (not on private property) that upgrades streets, storm drains, sewers, sidewalks, walkways, lighting, traffic control devices, landscaping, parks, recreational facilities and/or other public buildings.

How does it work?

Projects are nominated by community members each year. Project cards are sorted by type of improvement and neighborhood. Costs are determined for valid project submissions and then projects are voted on by the NIP Committee, composed of residents.

What should you do?

Look around, see what needs improving and submit a project today. Fill out the project card at right, cut it out and drop it in the mail. Postage has been prepaid. The deadline to submit projects is Friday, Feb. 16.

For more info, call the city's Construction Management Division at 646-3997 or email clement@ci.monterey.ca.us.