

# CITY FOCUS



Photo credit: McCullough Photo

## SUCCESS BREEDS SUCCESS

### A MILITARY-MUNICIPAL PARTNERSHIP SUCCESS STORY

Defense Secretary Leon Panetta cited an innovative partnership between the Presidio of Monterey and the City of Monterey during his keynote address at the Association of Defense Communities annual conference in Monterey in August. Panetta said the partnership "allows for the provision of a wide range of municipal and other base support services, including firefighting, road, facilities, maintenance, child care, and broadband internet support." He added, "This approach has allowed both DoD (Department of Defense) and the City of Monterey to provide the services necessary for our forces and at the same time achieve significant savings." Panetta urged other communities to "take advantage of the same opportunities."

#### INSIDE THIS ISSUE:

<i>Imagine It!</i>	2
<i>Coastal Cleanup</i>	2
<i>NIP Nomination Time</i>	3
<i>Marina Dredging</i>	3
<i>Conference Center</i>	5

Watch the video of  
Secretary Panetta's  
keynote speech at  
the ADC Conference  
in August, 2012

The United States Army and the City of Monterey have forged a highly successful partnership at the Presidio of Monterey. The City provides the Army with complete maintenance and repair services, allowing them to concentrate their focus on the core mission of the Defense Language Institute (DLI). This military-municipal partnership - the first-of-its-kind in the U.S. - is referred to as the "Monterey Model."

Since its inception in 1997, the Monterey Model has saved the military millions of contract dollars with improved delivery of municipal services. The work force, provided by the cities of Seaside and Monterey, is comprised of a staff of 35 employees performing

approximately \$14-\$20 million of services annually. The Presidio Municipal Services Agency (PMSA) provides services that include facilities maintenance, engineering, and street/road maintenance.

This innovative military-municipal partnership directly supports retention of the DLI, one of Monterey's most valuable educational resources. More than 3,300 students and 1,500 teachers and staff reside in our neighborhoods, patronize our local stores and restaurants, and contribute to Monterey's distinguished reputation as the "Language Capital of the World."

Secretary of Defense, Leon Panetta, while appearing at a recent gathering of community leaders and DoD officials

from across the United States at the Monterey Conference Center, told the audience of the direction given to other garrisons throughout the country to "embrace the Monterey Model."



Presidio Municipal Services Agency



Defense Language Institute

## IMAGINE IT!

BY PRINCIPAL PLANNER KIM COLE



**Sidewalk seating**  
Sidewalk seating can bring more activity and energy to Alvarado Street. Rebuilding the sidewalks over parking stalls can provide permanent outdoor seating areas.



The City of Monterey has accepted three proposals to install outdoor seating areas within the public right-of-way on Alvarado Street. The accepted applications include – Café Trieste, MYO Yogurt, and Britannia Arms. The outdoor seating areas are intended to enhance the urban pedestrian environment and vitality of Alvarado Street. With proper design and management, outdoor seating can be a great way to encourage walking, add vitality to the street, and promote local economic development. An example of the type of improvements that can be expected are illustrated here.

Questions or comments? Contact the Planning Office at (831) 646-3885, or visit them online at [monterey.org/planning](http://monterey.org/planning)

## “EVERY PIECE OF TRASH REMOVED REVEALS SOMETHING BEAUTIFUL!”

BY ASSOCIATE PLANNER TRICIA WOTAN

This year's [2012 Coastal Cleanup Day](#) will take place on Saturday, September 15th from 9:00 a.m. to 12:00 p.m. This annual beach and inland waterway cleanup is the state's largest volunteer event. In fact, volunteers removed nearly 5,500 pounds of trash from local Monterey County beaches last year. This year's event is being organized by Save Our Shores in the Monterey Bay Area.

When combined with other county clean-ups and the International Coastal Cleanup event on the same day by the [Ocean Conservancy](#), 2012 Coastal Cleanup Day becomes one of the larg-

est, single-day volunteer events in the world. With over 30-plus river and beach cleanup sites throughout Monterey County, you may volunteer by choosing your desired location and registering [online](#) or contact [Rachel Kippen](#), Program Coordinator at Save our Shores, for more information.

If you're unable to volunteer, but care about having a trash-free ocean, you may individually consider taking the [Trash-Free Seas Pledge](#) with the Ocean Conservancy. It's a vow to reduce your personal trash impact and also help clean up trash in an open space area of your choice, such as along your

Coastal Cleanup Day is September 15

daily walk, at a favorite weekend beach spot, or simply around your home, street, or neighborhood. Since much of the trash in our neighborhoods and streets eventually makes its way to local waterways, every little bit helps allow us all, including our wildlife friends, enjoy a trash-free and beautiful Monterey Bay.

To explore other ways to keep our environment clean visit [montereyrecycles.org](http://montereyrecycles.org).

EVERY PIECE OF TRASH YOU REMOVE REVEALS SOMETHING BEAUTIFUL



CALIFORNIA  
COASTAL  
COMMISSION

CALIFORNIA COASTAL CLEANUP DAY  
Saturday September 15, 2012 / 9am - Noon

## IMPROVE YOUR NEIGHBORHOOD!

BY ADMINISTRATIVE ASSISTANT II KIM ALLEN

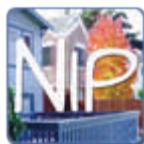
It's the time of year to think about improvements to your neighborhood and our city. If you have a project that you believe would enhance your neighborhood or fills a need for the entire community of Monterey, talk with your Neighborhood Improvement Program (NIP) Representative by calling 646.3887, or fill out a [project nomination form](#).

Remember ideas must be for capital projects only. That means projects that install fixed improvements such as sewers, storm drains, sidewalks (new or repairing dam-

age caused by street trees), lighting, landscaping and beautification, parks, recreational facilities, and other public buildings. Capital projects do not include ordinary services or things such as library books or vehicles.

The deadline for submitting projects is Friday, February 15, 2013. Explore the [NIP web pages](#) for more information about the NIP program.

The NIP Committee had a very successful year in 2012 selecting a vari-



ety of projects including installing sidewalks and repairing storm drains and sewers in several neighborhoods, improvements to several parks around the city, and installing artificial turf to the Sollecito Ball Park infield. Check out all of the projects that were approved for [FY 2012/13](#) – includes video links!

The NIP Committee is looking forward to another exciting year and that includes your input and participation. Help improve your neighborhood!

### NIP CONNECT

*To connect with your neighborhood rep, call the City Engineering Office at 646-3887 or email [allen@ci.monterey.ca.us](mailto:allen@ci.monterey.ca.us)*

*Staff will direct you to your NIP representative.*

## MARINA DREDGING PROJECT

BY MONTEREY HARBORMASTER STEVE SCHEIBLAUER

Monterey's marina has not been thoroughly dredged since its construction in 1960. Because of this, sand has built up in several navigation channels, and under the boat berths, with some berths even sitting on sand bars at low tides. The City obtained all the needed permits to dredge up to one-hundred thousand cubic yards of sand out of the marina over a ten-year period, depositing it onto two designated areas of Del Monte beach.

Dredging can be quite costly. After an analysis of options, the City Council authorized the purchase of a used, good condition dredge, and the training of existing Marina staff in its operation. Considering that there will likely be ten phases of dredg-

ing over ten years, it is estimated that doing the work "in-house" will save the City approximately \$2 million dollars or more over the term of the project.

Dredged material test results were extensively reviewed by the EPA and other agencies, and are deemed suitable for beach disposal. Citizens should know that though the material coming out of the dredge pipe looks dark, it dries to white sand, just like the beach. In fact, most of the sandy beach in front of the Del Monte Beach House used to be in the marina!

The City completed the first phase of dredging last March, and will begin phase two in early November 2012. The City will dispose of the next phase of dredge material at

the approved area in front of the Parklands Townhomes. The dredging will occur mostly Mondays through Thursdays to minimize disruptions to beach goers.

*Learn more about the Monterey Harbor and Marina at [monterey.org/harbor](http://monterey.org/harbor)*

*"Doing the dredging work "in-house" is estimated to save the City \$2 million dollars over a ten year period."*





## 21ST CENTURY LEARNING SKILLS PROJECT

BY SPECIAL SERVICES COORDINATOR JEANNE MCCOOMBS

This year the Library expanded its partnership with neighboring Monterey High School. Thanks to a grant from the California State Library, Monterey Public Library collaborated with teachers of the 21<sup>st</sup> Century Learning Skills pilot elective for 9<sup>th</sup> graders. Librarians co-taught classes on topics such as research, critical evaluation of sources, and use of digital tools and media formats. Classes were split between visits by students to the Library and visits by librarians to the school campus.

While efforts focused on specific skills such as evaluating the trustworthiness of a

website, students were also introduced to the Library as a place to connect with the larger community. Students received guided tours of local historic sites led by Museums and Cultural Arts Manager Dennis Copeland. They participated in a community discussion on Japanese-American Internment during WWII with author Jeanne Wakatsuki Houston, who visited the Library as part of the California Reads project. Students also made use of Library resources to investigate their families' histories.

Library staff participated in Monterey High School's student registration sessions for

the second year to make certain that the High School's new mandate that all students have library cards was fulfilled. Reference and Teen Librarian Ben Gomberg, who manages the 21<sup>st</sup> Century Learning Skills project, reported that during this first year of this partnership, more than 70% of participating students visited the Library in their free time and more than 50% reported using the Library for other school work. "We look forward to a long and fruitful collaboration with Monterey High School," said Gomberg.

*For more information call the Library at 646-3932.*

## WALTER COLTON WALKS TO SCHOOL

BY TRANSPORTATION PLANNER ARIANA GREEN



For more information  
please contact  
Ariana Green,  
Transportation Planner at  
(831) 646-3473 or  
[agreen@ci.monterey.ca.us](mailto:agreen@ci.monterey.ca.us).

This October, Walter Colton students will participate in the school's first *Walk to School Week* event. The purpose of the event is to teach students pedestrian safety as well as the health and environmental benefits of walking, and encourage them to walk to school more frequently. Participating students will track the total distance walked during the week. They will be encouraged to walk from home or "Drop-off and Walk" locations distanced approximately one mile from the school. Those who bus to school will be allowed to count their walk from home to the bus stop.

Currently most students arrive at Walter Colton by school bus, MST bus or car. Some of the barriers to walking and bicycling to schools in the area are the steep topography, distance, insufficient

pedestrian infrastructure surrounding the school and lack of adult supervision on campus before first period. *Walk to School Week* will call attention to these issues and give students and parents the opportunity to recommend short- and long-term solutions that will be incorporated into "Monterey on the Move", a citywide bicycle, pedestrian and transit plan. The plan will identify specific projects that will make walking to school easier and safer for students, such as the recently constructed sidewalk on Via Ladera. The Via Ladera Side-walk project and *Walk To School Week* were funded in part by a Safe Routes To School grant awarded to the City of Monterey.

The City will continue to apply for Safe Routes To School funding and other potential funding sources in an on-going

effort to create safe pedestrian environments.

*Walk to School Week* will last five days from Oct. 1-5. Healthy snacks and water will be provided each morning to those who participate. Students who walk all or most days will receive special prizes such as gift certificates to local eateries, movie theaters, laser tag, miniature golf and the iTunes store. The Physical Education class with the most collective days and miles walked at the end of the week will be rewarded with a class party.

Parent support is vital to the success of *Walk to School Week*. Parent volunteers are needed during the event at "Drop-Off and Walk" locations and to distribute snacks and prizes on campus each morning.

## CONFERENCE CENTER RENOVATION FUNDING

BY COMMUNITY SERVICES AND LIBRARY DIRECTOR KIM BUT BURTON

On August 21, the City Council unanimously approved City staff exploration over the next 60 days of a financing strategy for upgrades and improvements to the Monterey Conference Center. A Conference Center renovation project would significantly improve Monterey's ability to attract more convention and meeting business, increase visitor spending and therefore increase City revenues for essential services and programs such as streets, infra-

structure, parks, recreation and the Library.

The recommended financing strategy is a Conference Center Facilities District (CCFD) - a special tax levied on hotel property. The CCFD tax is applied as a percentage of room rentals, and can only be used for the renovation and upgrade of the Monterey Conference Center. Only owners of Visitor Accommodation Facilities within the boundaries of the City of Monterey would be subject to the tax.

Conference Center General Manager Bob Cowdrey describes this as an "extraordinary opportunity to dramatically improve the Conference Center, grow business and support the future of Monterey for residents and visitors."

For more information, or to schedule an informational meeting, please contact Bob Cowdrey at (831) 646-3779 or [cowdrey@ci.monterey.ca.us](mailto:cowdrey@ci.monterey.ca.us).



## RECREATION PROGRAMS FOR CHILDREN

BY RECREATION SUPERVISOR SHANNON LEON

The City of Monterey Recreation Summer/Fall 2012 issue of **play! Monterey** is available now and features a variety of programs for children of all ages. Our **After-school Program** is offered at Hilltop Park Center for children ages 5-12 years. Youngsters are invited to take part in afterschool activities

including games, crafts, sports, homework assistance and special activities. Casanova Oak Knoll Park Center is also offering **Stay-N-Play** for children ages 5-12. Staff will be available to supervise children in this fun drop-in recreational program.

A variety of school break programs are offered includ-

ing Autumn Pumpkinland, Hilltop's Fall Camp, Sports Camp Plus, Cheerleading Camp, Fall Break Youth Flag Football Camp and more.

*View all program offerings at [monterey.org/rec](http://monterey.org/rec) or call Monterey Recreation, (831) 646-3866.*

## NEW GRANT FUNDING WEB PAGE

BY GRANT COORDINATOR LINDA ENGLISH

The Finance Department has published a new web page that includes current City projects made possible by outside funding sources. This funding matrix includes the project title and description, relevant city department, source of funds, grant amount, and the current status.

As part of the City's policy of

transparency, this information is being provided to demonstrate how the utilization of grants plays an important role in the City's ability to provide programs and services that enhance our community's quality of life. Grant funding enables important projects to become reality, and increases the City's ability to fund a wider variety of projects.

Staff has played a major role in the City receiving millions of grant dollars to supplement local monies. They are constantly on the lookout for new funding sources and work to ensure that the City is awarded the requested funds in order to bring another important project/program to the City.

*The Grant Funding web page is [available here](#).*

Contact Grant Coordinator Linda English if you have any questions or would like more information about previous grants. (831) 242-8767.



## NEW CARDIO FITNESS ADDITIONS!

Be sure to check out the latest additions to the Monterey Sports Center! Five new Precor and Ellipticals with the latest features and cool new displays have been installed; two in the concourse area and three in the Cardio Fitness Center.

[Watch the video](#) about the new Precor equipment.



### What is I-SEARCH Monterey?

*The place to find agendas, minutes, resolutions and ordinances. This is just another way the City is working to provide a transparent government process for its citizenry.*

[isearchmonterey.org](http://isearchmonterey.org)

## BAGGING ALCOHOLIC BEVERAGES

The City has received inquiries about whether the recently enacted plastic bag ban ordinance requires alcoholic beverages be put into carryout bags. The simple answer is no, the ordinance does not require paper bags for alcohol purchases.

The City of Monterey plastic bag ban also does not require that alcohol be placed in paper bags. This is in accordance with the California

Department of Alcohol and Beverage Control.

If a customer purchasing alcohol in Monterey requests a paper bag, then the 10-cent fee will be charged. That fee is retained by the store owner to defray costs.

As of July 1st, City of Monterey banned the use of single-use plastic bags from retail stores. The ordinance adopted by the City Council also required 10-cent each

charge for paper bags to encourage people to switch to re-usable bags. The fee will increase to 25 cents per paper bag in January 2013.

Find out details about Monterey's Plastic Bag Ban on the web at [montereyrecycles.org](http://montereyrecycles.org).

Connect with us on:



Mayor  
Chuck Della Sala  
  
Councilmembers  
Libby Downey  
Jeff Haferman  
Nancy Selfridge  
Frank Sollecito

City Manager's Office  
City Hall  
580 Pacific Street  
Monterey, CA 93950  
831.646.3760  
  
Suggestions:  
831.646.3793  
[suggest@ci.monterey.ca.us](mailto:suggest@ci.monterey.ca.us)

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