

City Focus

Summer 2019

volume XXXIV, no. 3

A Report from the City of Monterey to its Citizens and Friends

Message from the City Manager - Summer is in full swing



Summer is in full swing and, as always, our town hosts many world-renowned events. Visitors are coming to Monterey to enjoy our pristine Monterey Bay and the beautiful scenic Monterey Peninsula with its many attractions. Monterey's tourism-based economy and our City represent a unique partnership, which positively affect and enhances our quality of life.

Overall, Monterey's economic engine is firing on all cylinders – tourism, education, and military remain the main pillars of our economy. Alvarado Street no longer has empty storefronts and businesses between the Historic Cooper Molera Adobe and our Conference Center are doing very well. Cannery Row, the Aquarium, and wharves are all busy serving a constant flow of visitors. And, again, the Monterey Jazz Festival, celebrating its 62nd year, features an incredible lineup of artists.

Our neighborhoods continue to maintain their character and quality of life, with the bulk of the area's millions of visitors traveling along Munras, Del Monte, and Lighthouse avenues. Moreover, dollars generated in our hotels, motels, restaurants and shops significantly fund many governmental services including public safety, library, parks, recreation, and public works maintenance. Around \$4 million of the hotel tax revenues is allocated to neighborhood improvement projects; 62% of our sales tax revenue is paid by nonresidents, which also funds our Measure S road improvements. Our City's service levels are second to none in the region.

In the past months, our City Council has been very busy. Here are a few examples: Council discussed and

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See more 4th of July pics on the City of Monterey's Flickr site



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Message from the City Manager, continued

approved a biennial (two-year) budget; rezoned portions of Garden Road to allow for up to 405 housing units; provided water for another housing project (including 5 affordable units) on East Franklin Street; passed voluntary rental guidelines; analyzed, discussed, and then rejected bike/scooter sharing services; adjusted recreation fees (first time since 2014); as well as dealt with important leasing decisions on Wharf 2.

Housing – especially affordable housing – remains a main topic for our City Council to address. Generally speaking, cities do not build homes. However, cities do lay the groundwork for housing by planning and zoning new projects in our communities. This is a transparent process that involves input from all residents and developers. It requires detailed environmental documents, and approval of projects consistent with our plans. Our City Council is leading this effort and we encourage you to participate in this process. Our Council and our staff will provide multiple opportunities for members of the community to participate in workshops, which will shape our proposed policies and recommendations.

Thank you all for making our City so special. We are proud to serve you!

~ Monterey City Manager Hans Usler

Do you know what "Anda" means and why it's been the City of Monterey's motto for over a century? The word Anda is on the official City Seal. Learn what it means - see the page under the About Monterey tab of monterey.org:



monterey.org/About-Monterey/City-Seal-and-Flag

City of Monterey welcomes new Assistant City Manager

The City of Monterey welcomes Mr. Nat Rojanasathira as the new City of Monterey Assistant City Manager. Rojanasathira is a local government management executive with over 16 years of experience, including four years on the Monterey Peninsula where he worked for both the City of Pacific Grove and the Monterey County Convention and Visitors Bureau. He comes back to Monterey from the Town of Danville in the East Bay, where he was Administrative Services Director, acquiring strong experience managing human resources, information technology, finance, economic development, community engagement, special events, performance management, and legislative advocacy. His roles also extend to working closely with libraries, museums, and parks.

Rojanasathira is co-chair of the Cal-ICMA Talent Initiative, serves on the Institute for Local Government's Board of Directors and the League of California Cities' Public Safety Policy Committee, and is a past president of the Municipal Management Association of Northern California. ICMA is the world's leading association of city and county management professionals who serve local governments.

He earned his bachelor's degree from California State University, Monterey Bay and a Master of Public Administration degree from the University of San Francisco. He is also a graduate of the Local Governance Summer Institute at Stanford University.



**New Assistant City Manager
Nat Rojanasathira**

New Biennial Budget

Monterey City Council passed the biennial budget at the June 18, 2019 City Council meeting. The final adopted budget is posted on the budget page of monterey.org:
monterey.org/City-Hall/Budget-and-Finance/City-Budget

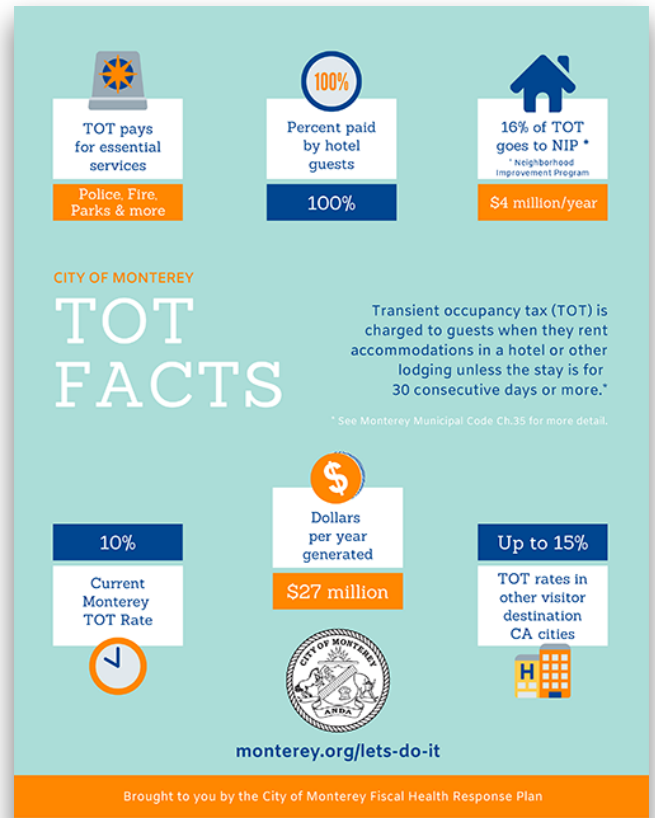


Fiscal Health Response Plan Series: Transient Occupancy Tax (TOT) Facts

Now that a new biennial budget is passed, we will be featuring particular sections of the budget in the coming months that focus on specific areas of revenue and expenditure. Focusing on facts about City finances is part of the Fiscal Health Response Plan, and it will help us plan, implement and maintain fiscal sustainability.

Fact areas may include hotel (TOT) tax, property tax, sales tax and how changes in consumer spending habits affect city revenues and services to our residents, staffing and pension, facility needs and more.

Learn more about the Fiscal Health Response Plan and the Monterey City budget at monterey.org/lets-do-it.



monterey.org/Portals/0/MajorProjects/FHRP/FHRP-TOT-Facts.pdf

Celebrating Apollo's 50th Anniversary - the Moon Tree Story



This July 16 marked the 50th anniversary of the Apollo 11 launch that landed man on the moon. Did you know that Monterey has NASA history of its own? The Apollo 14 mission in 1971 carried hundreds of seeds to the moon for an experiment, and our City Hall was gifted a "Moon Tree" Redwood sapling!

This tall and healthy tree is a great reminder of the bravery of our astronauts. Mission Commander Alan Shepard also lived on the Monterey Peninsula! Come visit it at City Hall's Friendly Plaza, and learn the story behind how Monterey received a Moon Tree at monterey.org/Portals/0/FAQs/FAQs-Moon-Tree.pdf

SCOOT Adaptive Traffic Control System eases traffic congestion, improves air quality

BY TRAFFIC ENGINEER ANDREA RENNY

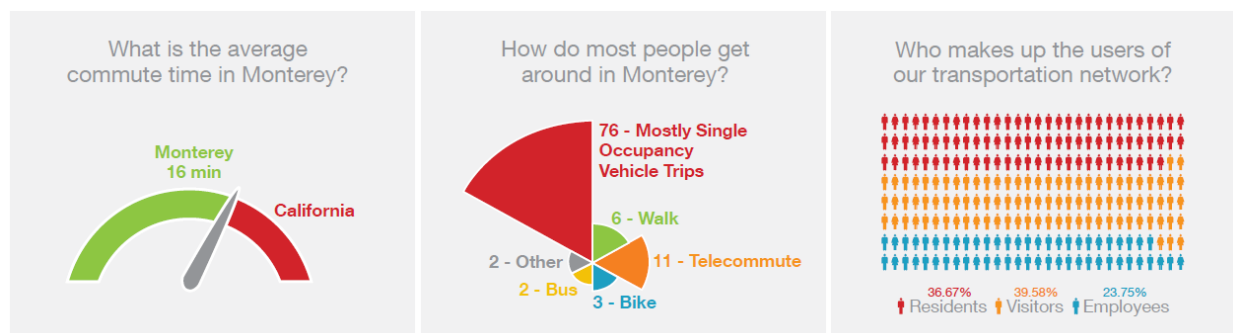
SCOOT Adaptive Traffic Control Systems (ATCS) are the latest technology for improving traffic conditions by better synchronizing and controlling traffic signals. ATCS uses vehicle detection and artificial intelligence software to respond accurately and immediately to real-time traffic conditions. This enables the system to progress traffic through a corridor with few or no stops. This results in less fuel consumed and fewer emissions, and improves travel time, quality of life, and safety.

The City of Monterey currently has the ATCS system in use on Lighthouse and Del Monte avenues. Next will be North Fremont Street by the end of 2019.

Watch the two minute video produces by Siemens to learn more, and visit new.siemens.com/us/en/products/mobility/road-solutions/traffic-management/scoot-adaptive-traffic-control.html



http://www.youtube.com/watch?v=OgQw4_GE_ig



Learn more about Transportation Demand Management at monterey.org/TDM

New Wayfinding Signs - Discover New Places & Find Your Way Around Monterey

BY MEDIA SPECIALIST
ERIC PALMER AND TRAFFIC
ENGINEER ANDREA RENNY



Logical wayfinding means an individual is capable of easily and successfully finding their way to their destination. It means that a person is able to understand where they are with respect to other key locations and that they can orient themselves in an appropriate direction with little effort or stress. In addition, an effective wayfinding program presents opportunities to discover new places and services.

While wayfinding alone cannot be measured as the single source of increased visitor expenditures, it can certainly be identified as a component of an overall customer service philosophy that helps to attract visitors to a city, not just once, but over and over again. It is this process of discovery and the ease in access that creates a memorable experience and positive lasting impression.

When rounding the "Lighthouse Avenue Curve" towards Downtown Monterey, you may have noticed some new directional signage. These new and vibrant blue signs will eventually replace the brown and aging signs that you have seen for many years now. In order for directional signs to be effective, they need to be visible, especially if our directions do not coincide with where the most popular apps direct people. City of Monterey worked with Hunt Design to update the sign design and messages.

City of Monterey's Wayfinding Sign Program goals are to direct and orient users to main destinations, guide first time visitors to destinations efficiently, get drivers parked near destinations and out of their cars to ease congestion, support circulation between destinations for all users (drivers, cyclists, and pedestrians), and unify and refresh public signage throughout the City.

The City has started the project by installing a few signs along busy Lighthouse Avenue. The next phase will cover all parking related signs. You should be seeing this new phase be implemented in the next few months. For a short time, there will be a combination of old and new signs until all phases are complete. We hope you enjoy the new designs!

Learn more about our Traffic Engineering efforts at monterey.org/traffic.



The world's most valuable cars convene in Monterey each August for classic car auctions, shows and races. We are excited to have RM Sotheby's, Russo and Steele and Mecum Auctions return to Monterey.

Also on the Peninsula is Pebble Beach Concours d'Elegance, Rolex Monterey Motorsport Reunion at Weathertech Raceway Laguna Seca, the Quail and many more.

To help you enjoy Car Week and anticipate any delays, the Monterey County Convention and Visitors Bureau and the City of Monterey have put together information for you! See monterey.org/carweek and seemonterey.com/carweek for interactive maps, schedules, travel alert and road closure info, transportation tips, and more.

Follow us on Twitter @CityofMonterey for updates, as well. See you in August, car fans!

Please visit monterey250.org to learn more about Monterey 250 and how you can contribute to and participate in our celebration. While there, be sure to **subscribe to email updates** on our exciting plans throughout the year! Check out the new celebratory sign at the Monterey Conference Center!



Monterey Car Week August 9 - 18

Get ready! Monterey Celebrates 250 years in 2020!



Community Development Update

BY COMMUNITY
DEVELOPMENT DIRECTOR
KIMBERLY COLE

The City's Community Development team continues to be busy with local construction projects that are making a difference in our community. The Community Development Department includes: Planning, Permit and Inspection Services, Housing Programs, Property Management, and Sustainability.

Recent developments include:

Monterey's Historic Train Depot is open. **Dust Bowl Brewing Company**, assumed this city leasehold. Dust Bowl Brewing Company hails from Turlock, California where it operates two tap rooms. The Monterey tap room features 17 taps, handcrafted food and patio seating. The outdoor area features fire pits, and a cornhole game area.

Another new tenant just occupied 601 Wave Street, Suite 500 - **Two Wheel Tours**, an electric scooter rental shop.

The Monterey Aquarium recently opened its newest facility - the **Bechtel Family Center for Ocean Education and Leadership**, completing almost two years of construction. The new structure is four stories and 26,000 square feet. It includes collaborative learning spaces and a multi-purpose room for large gatherings and student lunches. The classrooms will provide another unparalleled opportunity for our students to learn about marine sciences.

More projects are on the horizon. Staff anticipates the building permit to be pulled soon for 595 Munras Avenue. This structure will be the future home of a new mixed-use building with ground floor commercial. Ten residential units will be located on the second floor with two units dedicated to the City's affordable housing program.

article continued on next page...

The City of Monterey is pleased to welcome
our new tenant



to 290 Figueroa Street



City of Monterey
Property Management Office
(831) 646-5679, monterey.org

The City of Monterey is pleased to welcome
our new tenant



to 601 Wave Street, Suite 500



City of Monterey
Property Management Office
(831) 646-5679, monterey.org

Welcome ads

Community Development Update, continued

The City Council also recently amended the City Zoning Code to allow residential uses along Garden Road with a conditional use permit. This is another opportunity to increase Monterey's housing supply.

On the sustainability front, the City is moving forward with implementing disposable food service-ware requirements in an effort to minimize plastic waste generation. Food vendors are required to supply non-plastic alternatives including cups, lids, bowls, straws, and utensils. In addition, the organics waste (food, yard waste) diversion effort continues to expand and offer businesses a separate waste collection cart to divert organic waste from the landfill.

You can find a copy of the service-ware update at montereyrecycles.org, or directly here:

monterey.org/Portals/0/Policies-Procedures/EnvironPrograms/Disposable-Food-Service-Ware-Ban.pdf

Check out the Monterey Bay Aquarium's website about Ocean Plastic Pollution - montereybayaquarium.org/plastic



Cruise Ships in Monterey - Information Session Video Playback



A public informational session hosted by the City of Monterey and Monterey Bay National Marine Sanctuary (MBNMS) took place on June 17, 2019. A panel of representatives from multiple agencies with regulatory oversight authority over cruise ship operations presented information, answered question cards from the public, and addressed environmental concerns related to large cruise ships visiting Monterey Bay. Represented organizations and agencies included the City of Monterey, NOAA's Monterey Bay National Marine Sanctuary, U.S. Coast Guard, California State Lands Commission, California Department

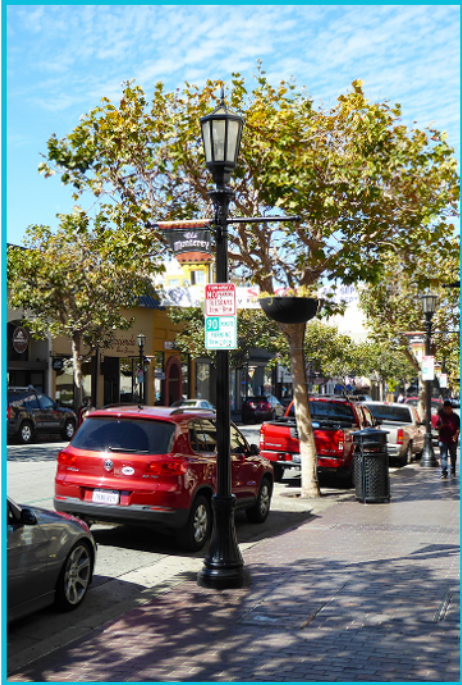
of Fish and Wildlife's Office of Spill Prevention and Response, Monterey Bay Air Resources District, and the San Francisco Bar Pilots Association..

The session **Power Point is available in PDF**, and it was video recorded, and is **available to watch on-demand**. (Both links are available at monterey.org/harbor)

The program is also airing on the Monterey Channel (Comcast Cable Ch 25) on Friday evenings at 7 p.m. and 930 p.m.; Saturday afternoons at 2 p.m.; and Sunday mornings at 7 a.m.

Alvarado Alive

The Alvarado Street Maintenance District recently made some aesthetic additions to Alvarado Street. Striving to create a pleasant pedestrian connector from Cooper Molera to the Conference Center, upgrades include hanging bowls of succulents, plant containers, new vintage tree lights, and new bike racks. Along with the streetscape enhancements, more shops and restaurants are opening, bringing residents and visitors to enjoy an appealing, inviting, and vibrant Downtown.



Monterey Conference Center goes solar

Check out the video wrap-up from the "Flipping the Switch" event on Tuesday, July 23, 2019 to celebrate the new solar panels at the Monterey Conference Center.

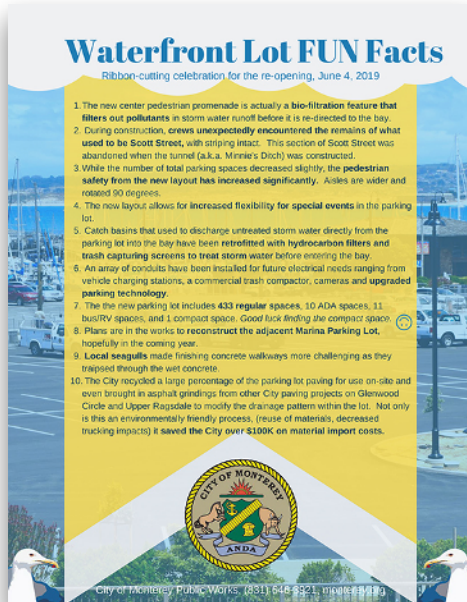


<https://youtu.be/2Gyp3S0mROM>

Construction Projects FUN Facts

BY LAURIE HUELGA, COMMUNICATIONS AND OUTREACH

We decided to make some fun facts about a couple of recent construction projects - the Waterfront Parking Lot Improvements and the new Solar Panel Project at the Monterey Conference Center. These are both available at monterey.org/construction. Enjoy reading the fun facts!



[Link to WATERFRONT LOT FUN FACTS PDF](#)



[Link to FUN FACT SOLAR PDF](#)

Sister City Update - Isola delle Femmine

City of Monterey Property Manager Janna Aldrete and her family recently vacationed in Monterey Sister City Isola delle Femmine, Italy. They had an opportunity to meet Mayor Stefano Bologna and some of his family. Both families were thrilled to connect.

Monterey and Isola have very strong family roots that go back generations.

Learn more about Monterey's Sister Cities and how to get involved at monterey.org/About-Monterey/Community-Partnerships/Sister-Cities





Construction schedules are weather dependent. Each project can last from days to weeks. Please note that work could stop for a time and then re-start.



The City of Monterey appreciates your patience during these improvements. Let us know how we are doing: suggest@monterey.org

City Council approved at the July 16, 2019 City Council Meeting funding for Citywide Road Surface Repair Project, Phase 1 as Part of the Measure S Street Repair Program. This phase of work will begin in August. A list of street segments included in this project is available online on I-SEARCH Monterey, as well as monterey.org/fixingstreets

MAP OF STREET SEGMENTS INCLUDED IN PHASE 1 LIST OF STREETS INCLUDED IN THIS PHASE

The City of Monterey wants to make sure residents are notified of work scheduled on their street. Please watch for these door hangers to be delivered to your house if work is soon to happen. You can also subscribe to a weekly "Construction News this Week" email.

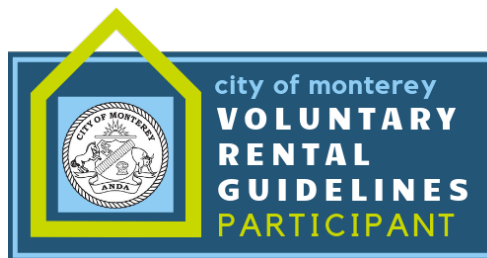
As always, please let us know if you have any questions about this work - email us at suggest@monterey.org.

The City of Monterey recently adopted **Voluntary Rental Guidelines** for residential rental owners, managers, and tenants. Aimed at providing a standard of guidelines for landlord/tenant relations, the Voluntary Rental Guidelines provide a platform to support quality agreements between property managers/owners and their tenants. The guidelines also include components to assist each party toward fair and reasonable resolution in situations that warrant mediation.

Some key elements of the guidelines include the following:

- Reasonable Rent Increases not to exceed 10% maximum
- Extended Rent Increase Noticing
- One Annual Rent Adjustment
- Longer-Term Lease Option
- Consideration and Accommodation for Good and Long Term Tenants
- Communication, Openness, Availability, Responsiveness
- Prompt Response to Maintenance Issues
- Options for Professional Mediation and Conflict Resolution
- Options for Sharing of Rental Application Costs

Visit the Voluntary Rental Guidelines page at monterey.org/housing for details and to sign a participant interest form, and look for this logo for participating property owners and management companies.



**Measure S
slurry
project
package
coming in
August**

**Property
owners and
managers
can sign up
to
participate
in the
Voluntary
Rental
Guidelines**

Historic Cemetery El Encinal - in the heart of Monterey

Cementerio El Encinal, in the heart of downtown Monterey, is situated in a beautiful park-like setting that overlooks El Estero Lake. The silence and serenity of the cemetery's gently sweeping lawns and historic monuments can be deceiving. Generations of Monterey families and many of those colorful characters who defined our beautiful bayside city now rest amid its sentinel oaks, forever woven like vibrant threads into the tapestry of Monterey's past.



A quiet stroll through the cemetery evokes memories of such celebrated local as 'Doc' Ricketts, long-time companion of John Steinbeck; Flora Adams, infamous "madame" of Cannery Row; Sam Powers, bronc buster, stagecoach driver, and 17-Mile-Drive gatekeeper; Jack Swan, founder of California's First Theater; William Robinson, Monterey's first sheriff; and Emma Johnson, who took her place in the annals of Monterey history simply because "she was always right."

For decades, this historic cemetery facility has been maintained and operated by the City of Monterey and continues today to provide local families with a broad range of burial services and assistance.

The City of Monterey has a cemetery business office and columbarium facilities with the Lakeside expansion several years ago. Both structures were designed to include a rich blend of adobe wall veneer, mission tile roof trim, and clay tile floors, that enhance and blend with the Cemetery's historic character.

The Lakeside columbarium expands the cemetery's previous burial capacity with the addition of 1,200 polished granite niches, which are all housed within this concrete structure. This beautiful memorial is partially recessed into a gently sloping lawn area overlooking the east side of Lake El Estero.

The installation of native plantings and 300 additional lawn-covered grave sites in the cemetery's Lakeside section further enhances the cemetery's burial capacity and scenic ambiance. The cemetery office provides a comfortable and convenient setting for personal planning consultations with City cemetery staff.

Contact staff at MontereyCemetery@monterey.org or call 831.646.3864. Find the web page monterey.org/Services/Parks-and-Beaches/Cemetery-El-Encinal

Did you know?

We have a search tool and map for the cemetery? You can search by name or year. Check it out on the Cemetery web page or directly here:
<http://gisags8.ci.monterey.ca.us/pub/cemel>



Monterey Police host Public Safety Night August 3

Be Prepared in Case of an Earthquake - What to do before, during, and after

The Monterey Police Department will host a Public Safety Night, Saturday, August 3 from 5:00 to 8:00 p.m.

The event will feature bounce houses, the Wheelie Mobilee, lawn games provided by Monterey Recreation, free food, music, and public safety vehicles on display.

The focus is to promote community partnerships and neighborhood camaraderie.

The whole community is invited to participate, so mark it on your calendars, and bring the whole family!

Do you know what to do in case of an earthquake? The City of Monterey has resources that can help you be prepared. A list of recommended actions on what to do before, during, and after an earthquake is available at ready.gov/earthquakes, as well as on the City's website at monterey.org/emergency.

People need to be ready to be self-sufficient for at least 72 hours in the event of a major earthquake.

A home emergency kit should contain essential survival items such as:

- Flashlight and extra batteries
- Portable battery-operated radio and extra batteries
- First aid kit and manual
- Emergency food and water
- Non-electric can opener
- Essential medicines
- Cash and credit cards
- Sturdy shoes
- An emergency communication plan



Monterey also has a very active and excellent Community Emergency Response Team (CERT) who are trained in many basic skills to assist themselves and their families and neighbors in the event of a significant emergency.

All residents are invited to become trained in the CERT program and can get further information by visiting monterey.org/fire/Preparedness/Join-CERT or montereycert.org.

The City of Monterey Fire Department hosted local safety agencies in a land-based oil spill response training and exercise on Friday, July 12, 2019 in Monterey Harbor. Staff from the California Department of Fish and Wildlife (CDFW) Office of Spill Prevention and Response (OSPR) provided a refresher training to agencies who would be called upon during an actual spill emergency event. The goal of the exercise will be to contain a simulated land-based oil spill in the harbor from a storm drain near the Coastal Recreational Trail. No product was discharged into the water during the exercise.

Here are a few photos from this very successful training where participants learned the value of multiple agencies working together safely to help protect life in our coastal environment.

More photos are available on the City of Monterey Flickr site - <https://www.flickr.com/photos/cityofmonterey/albums/72157709662954062>



Land-based Oil Drill Response Training Recap

Cities of Monterey and Pacific Grove Solidify Agreement for Fire Services



The City of Monterey and the City of Pacific Grove solidified a new fire contract agreement on June 26, 2019. The two Cities have been in partnership for fire services since 2008, at which time Monterey hired all Pacific Grove Firefighters and integrated them into the Monterey Fire Department. The new fire services agreement terms are for eight years, plus another five-year option by mutual agreement of the Cities.

The City of Monterey proudly serves Monterey, Pacific Grove, Carmel-by-the-Sea, Sand City, Presidio of Monterey, Naval Postgraduate School, La Mesa Village and Monterey Regional Airport with six fire stations serving the community.

Learn more at montereyfiredept.org.

Get carded

BY LIBRARY DIRECTOR INGA WAITE



September is National Library Card Sign Up Month—traditionally a time to remind parents and caregivers that a library card is a vital part of a child's school success. We encourage everyone in the community to sign up for a library card and learn more about the endless resources available to you 24/7 - from ebooks and streaming video to professional development tools and more.

Schedule Library staff to visit your organization's next team meeting, or table at your organization, and we'll provide free library cards on the spot! Join us for a Library Card Drive Happy Hour at Alvarado Street Brewery on September 25 from 3:00 – 6:00 p.m. Help build an engaged, informed, and connected community with the power of a library card.

To schedule a visit contact Francesca Garibaldi at (831) 646-5603 or garibaldi@monterey.org.



**Alvarado Street
Brewery staff
show off their
Monterey Public
Library cards**



Yoga is a universally accepted form of exercise that has been practiced around the world for thousands of years. The format is extremely popular at the Monterey Sports Center with classes full of participants from early in the morning until just before closing at night. Considered a form of complementary and alternative medicine, yoga has long been considered one of the cornerstones of a holistic approach to fitness including cardiovascular fitness, musculoskeletal fitness, and flexibility and several studies cited by the American College of Sports Medicine attest to the specific health benefits of regular participation in yoga.

Some of the documented health benefits of yoga include:

- Improved mental state
- Reduced blood pressure
- Improved flexibility
- Improved musculoskeletal fitness

Yoga originates from Indian and Hindu traditions and is referred to as uniting the mind, body, and spirit. The Monterey Sports Center has partnered with local instructors to provide introductory workshops and regular classes to introduce our community to the benefits of practicing yoga. Our popular Mindful Yoga and Meditation Workshops with Gina Puccinelli and Katie Dutcher offer an excellent, focused way of learning about the foundations of yoga and the benefits of guided meditation.

Our next workshop will be offered on Saturday, August 10th from 1:00 to 3:00 pm at the Sports Center and is themed "Tools for Grounding and Exploring Balance." Visit the group exercise page on our website for more details: monterey.org/sportscenter/Group-Exercise.

Additionally, the Sports Center offers the weekly classes which are free to all members with your Sports Center membership and included in our drop-in rates.



Yoga at the Monterey Conference Center

BY GROUP EXERCISE
COORDINATOR LAURI
ATAIDE AND FITNESS
MANAGER BILL
ROTHSCHILD



4th of July Celebration - That's a wrap!

BY INTERIM RECREATION AND COMMUNITY SERVICE MANAGER SHANNON LEON

Monterey Recreation just closed hosting their 32nd Annual Fourth of July Celebration. Many staff from Monterey Recreation and Public Works, Monterey Fire, Monterey Police, the Old Monterey Business Association and Monterey Pops! worked hard to help bring the community another safe and fun Fourth of July for our community. Check out more fun photos on Monterey's Flickr site, [flickr.com/photos/cityofmonterey/albums/72157709544055657](https://www.flickr.com/photos/cityofmonterey/albums/72157709544055657)



<http://www.youtube.com/watch?v=1GsMeyLS82Q>
Watch the video





These dogs know how to celebrate the 4th of July! At the parade in Monterey.

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