



CITY FOCUS

online



CITY FACES \$5 MILLION BUDGET GAP

The City of Monterey is holding a series of meetings on proposed budget reductions, and encourages public participation as its priority-based budgeting process moves closer to adoption of the budget in June.

Proposed reductions totaling \$5 million were outlined at the City Council meeting on Tuesday, April 19th. The preliminary budget proposal included positions being considered for elimination or reduction across the City organization, as well as information about employee concessions, and service reductions. The City also will be asking the Council for its direction on the proposed budget plan. The Council's guidance will be factored into the final budget recommendation that will be submitted by the City Manager to the Council in June.

"We have cut millions of dollars out of the City budget over the last two years, and there really isn't anything left to cut that won't be painful for our residents and our employees," said City Manager Fred Meurer. "That is why we have worked diligently this year to get all of our stakeholders involved in the priority-based budgeting process."

The budget process will provide several opportunities for public input on proposed reductions during City Council meetings from April through June. Public involvement in the City budget process began last fall when the community was asked to set their priorities for the services they really want. That effort enabled the City to look at the 150 programs it provides to the community through different filters, such as public and staff priorities, legal mandates, and cost to the general fund. The program rankings have helped inform the City's budget decisions and are being used in addition to other decision-making tools, including the recommendations of City department heads.

Priority-based budgeting will move the City away from line item budgeting and toward program budgeting. Program budgeting eventually will help the City determine the true cost of the programs it delivers; see if the fees charged, or perhaps should charge, cover the costs of a program; and build a budget for the future based on what the City can afford.

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NEWS

Community Survey Results

By Communications & Outreach Manager Anne McGrath

Results of the 2010 Community Survey show a continuation of very high favorability ratings for the services and programs provided by the City of Monterey, despite budget cuts during the last two years. The survey shows that the majority of City programs and services received a 90% or greater favorability rating.



Maintenance of parks remained the top-ranked service in the City at 100% favorability, with the Monterey Fire Department a close second at 98%. City services receiving ratings above 90% included: Monterey Police, Harbor, Beach maintenance, the City's website, City Focus newsletter, City TV (the Monterey Channel), preservation of historic sites and the Monterey Bay, the Monterey Public Library and programs for children.

The survey also reports significant improvement in nine areas, which were: maintenance of City medians and street trees, street conditions, the City's website, The Monterey Channel, zoning regulations, availability of parking in business districts, programs for teens, neighborhood speeding, and safety on the Wharf-Aquarium recreation trail.

Only two areas received less than 80% favorable ratings: street conditions, which also were among the most improved, and availability of bike lanes (79%), which was up significantly over several years ago.

Due to budget cuts, the 2010 Community Survey was conducted online for the first time in its history. Although the distribution method of the survey changed this year, results of the online survey were very similar to results of previous year's surveys. The online survey was available from July through November 2010 on the City's website and email notifications about the survey were sent several times to people who have signed up to receive news from the City.

Results of the 2010 Community Survey are available online at www.monterey.org/survey



Planning Update

Prepared by Kim Cole

The Planning Office is working to improve and revitalize our main business districts by preparing Specific Plans for Downtown, Lighthouse and North Fremont Districts. Specific Plans create a roadmap on how to revitalize a business area.

The City has encouraged residents to weigh in on future development of districts. Issues include the proposed introduction of two-way circulation in Downtown, parking supply and management, commercial uses and more. Several workshops have already taken place and there are more on the way. Join us at a community charrette on May 16, 17 and 18 at the Monterey Conference Center for more in-depth discussion.

Revitalization is a complex and challenging undertaking. But with the experts of the community coming together, we can create a framework where residents, businesses and visitors can enjoy attractive, livable and walkable environments. Visit www.monterey.org/planningengineering for information and workshop schedules and results.

Historic Tours by Cell Phone

By Library and Community Services Director Kim Bui-Burton

The City of Monterey has long been recognized for its outstanding history and culture. And yet, many residents and visitors are not always aware of the rich heritage that they are walking by, or shopping near. Closed buildings keep their stories behind darkened doors, in the fabric of their walls, silent photos and whispered memories.



State Parks recently started a pilot cell phone project at some of their adobes to "open" them to listeners during tough budget times. And soon, thanks to federal grant funding, by the end of this year, the City will be building on this model to share history with passers-by around Monterey. As California's second designated *Preserve America Community*, the City received a \$100,000 matching heritage tourism grant. Some of those funds helped city staff and Historic Monterey partners create an Explore Historic Monterey brochure,

[interactive website](#) and prototype signage. The rest of that grant will now bring Monterey's stories and images to life in amazing new ways.

Imagine standing in front of Colton Hall, site of California's Constitutional Convention, in the evening, when the building is closed, and dialing a free, local phone number from your cell phone. You would hear a brief history of Colton Hall, with a snippet of recorded actors discussing why California was not a slave-owning state, and a reading from the document itself.

Or perhaps you are standing outside Colton Hall with a smart phone. You could call - or download an app that would open a screen where you could see a short video of the Constitutional re-enactment in the hall, view a photo of the original document, pull up a map to learn where Thomas O. Larkin lived nearby, or even text a historian with a question about the prison labor that helped build Colton Hall.

Thanks to the Preserve America grant, cell phone and smart phone heritage information will be made available to visitors and residents across the city of Monterey. Look for an announcement by December 2011 – Monterey's "handheld history" coming your way!

FEATURES



Police Department Reads Across America

By Deputy Police Chief Phil Penko

Monterey Police Chief Tim Shelby believes there is more to providing police service to our community than merely enforcing the law. As such, the department strives to develop unique ways for members to connect with those we serve. One such effort is the Police Department's participation in "Read Across America" at Bay View Elementary School. This event, created by the National Education Association is an annual reading motivation and awareness program that calls for every child in every community to celebrate reading on March 2, the birthday of beloved children's author Dr. Seuss.

In March, in each of the past two years, twelve members of the Police Department have visited Bay View and participated in this worthwhile event. Each time, police personnel read Dr. Seuss books both in the library and in individual classrooms. This last March our staff read to the entire student population. That's approximately 275 children!

This was a great opportunity for us to interact with kids and all involved genuinely enjoyed participating. Chief Shelby believes this program so important that we hope to eventually participate in at least one reading day per year at each of Monterey's elementary schools.

For more information on the Monterey Police Department, visit their website at monterey.org/mpd

The Library in Your Pocket

By Special Services Coordinator Jeanne McCombs

More and more people are finding information, reading books and generally getting things done on smartphones, e-book readers and tablet computers. One of the Library's goals is to inspire, educate and delight customers wherever it is convenient, so new Library services are now available from your mobile devices.

Using Library Anywhere, you can easily search the Library's catalog, place holds, check your Library account, renew books and find out about Library events. Library Anywhere is a napp for iPhone, iPad, Android and Blackberry as well as a mobile Web site for all small-screen browsers. You can use your library card to download e-books and audiobooks from the Northern California Digital Library to your MP3 player, Mac and Windows PC, or using the Overdrive Media Console, enjoy on iPhone, Ipad and Android. There are links to Library Anywhere and the Northern California Digital Library on the Library's Web site.



For people who are new to e-books and smartphones, the Library periodically offers programs such as Digital Books Show and Tell and the annual Technology Fair where people can get expert advice on making use of digital devices, gadgets and gizmos. For more information visit the Library at or see www.monterey.org/library.

play! Monterey

By Recreation Supervisor Shannon Beltran



Start planning to fill your calendar with activities for this summer and fall on Monday, April 25, when the Summer/Fall 2011 issue of **play! Monterey** (good thru November) hits the streets. Guides are available online, at the Recreation & Community Services Main Office (546 Dutra St.), Community Centers, Library and Sports Center. Open registration for all programs begins Wednesday, April 27 in person or online at www.monterey.org/rec. *Online registration requires prior activation.*

Mark your calendars to sign up for summer camps, field sports and ongoing classes and programs. We offer arts and crafts classes, friendly afterschool and school break programs, exercise and fitness opportunities, educational workshops and much more.

Check out what's going on at your community center or the Monterey Sports Center by visiting www.monterey.org/rec or call 646-3866 for details.

SOLUTIONS

Recycling in the School District

By Solid Waste Program Manager Angela Brantley

For the first time ever, there is simple and convenient classroom and office recycling at all of the schools in the Monterey Peninsula Unified School District (MPUSD). Interior and exterior blue bins, labeled with clear graphics, are distributed throughout the campuses. The schools also are benefitting financially because recycling is offered at no extra cost. As recycling and waste reduction is increased, trash service levels drop which will lower garbage hauling fees.

Many people made this program a success! First and foremost the students, faculty, and custodial crews made what seemed like a dream become a reality. Faculty members attended pre-program implementation meetings to learn about the effort. The next step was educating the students, all ages from kindergarten thru 12th grades. School recycling assemblies were adapted to the various age groups including thematic presentations as well as using short film clips presented by their peers and explanation of the program.

After the assemblies, classrooms and administrative areas received blue recycling bins with appropriate labels and signage. Large collection stations were established in convenient locations outside of the classrooms. As the classroom bins fill with paper, plastic, metal and glass, they are emptied at the larger collection stations. These carts are then transported by custodial staff to the appropriate service areas on their collection day. A benefit to the custodial staff is the reduction of classroom trash collection - saving them time and eliminating the need for extra containers and supplies.

To ensure success, a partnership between multiple agencies including MPUSD, the City of Monterey, Monterey Regional Waste Management District, Monterey City Disposal Service, and Waste Management, Inc., was formed. Over 25 schools and more than 13,000 students, faculty members and custodial staff were provided the opportunity to recycle and reduce the amount of valuable materials being buried in landfills.

For more information about this program or questions about starting a recycling program at your school or business in Monterey, please contact Angela Brantley, Solid Waste Program Manager, 831.646.5662 or Brantley@Ci.Monterey.Ca.us or visit our website at www.MontereyRecycles.org.

Buy Local Monterey

You can support our local economy by shopping and dining at the many fine businesses in the City's business districts. They are all participating in our Buy Local Monterey program, which is designed to increase awareness of what our local businesses have to offer. For more information, visit monterey.org/buylocal

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



SOCIAL MEDIA



You can become a fan of the City on Facebook. Just click on the Facebook logo (to the left) to join. Other Facebook pages include.

City of Monterey
Monterey Sports Center
Monterey Public Library
Monterey Recreation Department
Human Resources Department
Monterey Conference Center
Waterfront Master Plan



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



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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