



A CHALLENGING ECONOMY

The City of Monterey is bracing for budget challenges in the year ahead due to a downturn in the national economy, a massive state budget deficit and an anticipated loss of revenue. The City began work on the 2009-2010 Budget immediately after the City Council approved the 2008-2009 Budget in June.

For 2008-2009, the City's \$108 million budget is comprised of \$60 million in the General Fund, \$42 million in special funds, \$4 million in capital improvements and nearly \$2 million for the Neighborhood Improvement Program. Special funds, such as the Parking Fund and Housing Fund, are limited to specific uses. More than one-quarter (27%) of the revenue for the City's general fund comes from the transient occupancy tax (TOT), the tax visitors pay for staying in local hotels. Property taxes account for 15% percent of the general fund and sales taxes are 14%.

A decline in tourism caused by the national recession reduced the number of overnight stays in Monterey hotels and sales receipts at local restaurants and shops over the last several months. A bright spot, the new hotel on Cannery Row, Intercontinental The Clement, bolstered TOT revenue when it opened last spring. New store openings at Del Monte Center, including Pottery Barn, Williams-Sonoma and Apple Computer, were expected to boost sales tax revenue. A slump in the housing market, however, meant property tax revenue related to home sales will flatten out.

Against this uncertain economic backdrop, the City adopted a balanced 2008-2009 Budget by living within its means. As part of this, dozens of worthwhile and even necessary requests for additional staffing and equipment were not included in the budget.

A projected \$1.2 million shortfall in the 2009-2010 Budget is being planned for now, as City staff looks for ways to find new revenue and/or reduce spending. The shortfall is occurring because the payback of a long-term obligation from the Cannery Row Redevelopment area to the General Fund is reaching its conclusion.

The City of Monterey has a strong track record of projecting revenue estimates. In this climate, the City's conservative revenue projections will result in a slowdown in long-term projects and programs, especially in planning, facility maintenance, infrastructure improvements and capital renewal. Even so, the City will move forward.

TABLE OF CONTENTS

Reducing Fire Hazards

2

2008 Survey Results

3

NIP Project Card

INSERT

City Phone Numbers

8

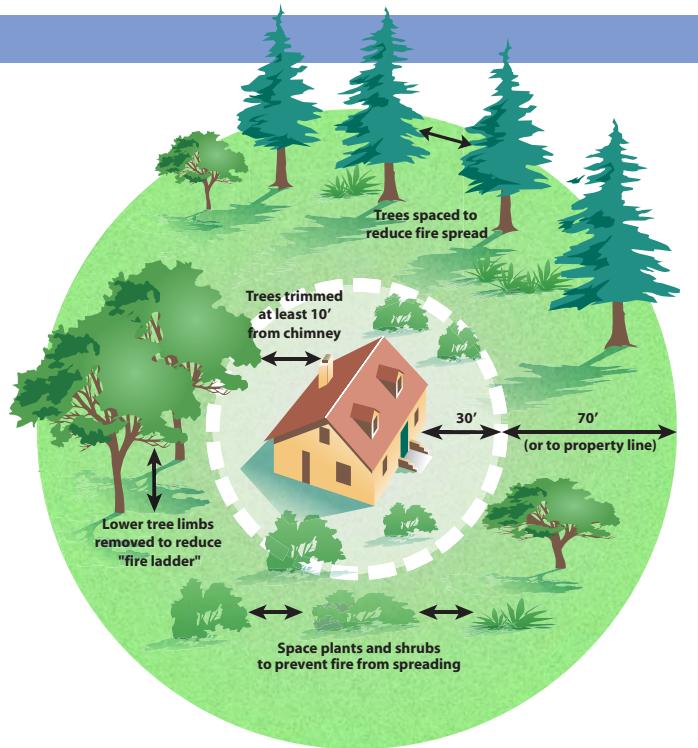
FIRE PREVENTION & EMERGENCY NOTIFICATION

Communities throughout California have been impacted by an exceptionally early, drought-fueled fire season. What can you do to protect your property from a fire that originates outside your home, and what is the City of Monterey doing to protect our community?

Following these few simple steps can dramatically increase the chances of your home and/or business surviving a wildfire:

- Clear the area 30 feet immediately surrounding your home of all tree branches lower than six feet off the ground, dried vegetation, leaves, pine needles, wood piles, construction materials, and any other combustible materials, such as propane/butane tanks, charcoal lighter fluid, paint, etc.
- Clear the area between 30 to 100 feet surrounding your home (within your property line, if less than 100 feet) by removing vegetation underneath trees, and space plants and shrubs to prevent fire from spreading between them.

It is the City of Monterey's intent to provide you with critical information *before* you have to ask for it, whether it's a warning to evacuate or a need to boil contaminated water. The City is now a partner in a new county-wide telephone emergency notification system launched by the Monterey County Office of Emergency Services.



- Phase One implementation of this system will use the 911 database to send emergency information to residents and businesses via land line telephones when emergency warnings or directives need to be issued quickly.
- Full implementation will include the ability to send emergency information to registered cell phones, pagers, and e-mail addresses linked to City of Monterey property addresses. The Monterey Fire Department will keep you informed about the availability of future enhancements, such as notification options, through our Website at monterey.org/fire.
- Basic public safety information is broadcast during emergencies in Monterey city limits on radio station 1610 AM. Tune in!

Protecting Historical Treasures

Protecting people is always the first concern in a disaster. In Monterey, preserving our precious historical treasures from accidents and disasters is also among the City's highest priorities, especially since Monterey is one of America's top destinations as a historic heritage community.

The "Historic Monterey" partnership, consisting of the City of Monterey, Monterey History and Art Association, and California State Parks, recently completed plans for protecting and saving our historical sites and collections in Monterey. The partners created site-specific disaster response plans working with consultants from the California Preservation Program. The site plans cover a range of disaster scenarios from major disasters such as earthquakes to potential water damage. The partners participated in a disaster exercise to test their ability to respond to collection emergencies.

The City of Monterey has also contracted with a disaster recovery and restoration service to assist, while staff attends to other disaster needs. The next step is to create disaster supply kits for each historical collection and building managed by one of the Historic Monterey partners.

2008 COMMUNITY SURVEY RESULTS

The 2008 Community Survey found that a majority (60%) of residents are interested in doing business with the City online through its Website. Nearly two-thirds (61%) of respondents said they would like to apply for facility reservations online and a similar percentage (60%) said they would like to pay for permits online.

The people who said they would like to reserve facilities online preferred barbeques and picnics (78%), the Monterey Sports Center (59%), Community Centers (45%), and camping (40%). The people who said they would like to pay for permits online opted for dog licenses (55%), business licenses (45%), home occupation permits (35%), and sign permits (33%). Online permit payments for parking, building and construction also were mentioned. More than half (57%) of respondents said they would be more inclined to use an online recreation account if they did not also have to go to the Recreation Office.

In addition to e-commerce, this year's survey looked at emergency preparedness and pet cemetery services. Three-quarters (77%) of respondents said they were prepared to be self-sufficient in an emergency for 72 hours. Slightly more than half (55%) said they have an emergency preparedness plan for their family. Finally, less than one-third (28%) of respondents expressed interest in pet cemetery services, and many residents felt a pet cemetery would be an inappropriate use of City land and tax dollars.

ONLINE SERVICE REQUESTS

Did you know you can request service from the City anytime? Just go to the City's Website at monterey.org/service_requests.html, click on the words "service request" and file your request online. All you have to do is fill out the online form describing the problem and the location where service is being requested. Then, add the name, address, phone number and e-mail address of the person requesting the service. Your service request will be forwarded to the appropriate City department for action and you will be notified by e-mail when your request is completed.

While visiting monterey.org, check out the "I Want To" section on the homepage to see other services that are available. If you've got a suggestion for the City, you can send it to us by e-mail at suggest@ci.monterey.ca.us or by calling the Suggestion Hotline at 646-3799.

The Recreation Department is Here for You!



The Recreation and Community Services Department provides a wide variety of programs and services. Whether you want to enroll in an art or dance class, send your child to summer camp, reserve a picnic area in a City park or purchase an Extended Use Pass or a gift certificate from the Monterey Sports Center, our department is here for you!

On any given day, our department processes up to 900 transactions utilizing our RecTrac software application. These transactions often include multiple activities, and are in addition to a growing number of registrations we receive via our WebTrac Online Registration. Upgrading to a newer version of RecTrac/WebTrac in late September is another step in our ongoing efforts to streamline the registration process, expand the list of online activities and services we offer, and include enhancements to make our transaction processing smoother and more secure.

If you are interested in registering for activities from the comfort of your own home and would like information on establishing an Online Registration Account, please visit us on the web at monterey.org/rec/online.html or call our administration office at 646-3866.

Downtown Redevelopment



Consistent with several significant redevelopment projects in the City's downtown, the Casa Munras Hotel, located at the intersection of Munras Avenue and Cass Street, experienced a renaissance since it was purchased by new owners in late 2006. Originally constructed as the home of Don Esteban Munras in 1824, the hotel is situated on approximately four acres of land and is one of the largest private land holdings in the City. The property underwent several remodels before becoming a hotel in 1941 and expanding to 152 guest rooms by 1972.

The newly remodeled Casa Munras Hotel has 171 guest rooms, a new restaurant and a spa. The buildings on the site experienced comprehensive interior and exterior remodeling. Throughout the planning process, the property owner worked closely with City staff and a local architectural firm to retain traditional details and incorporate contemporary treatments that contribute to the historic character of the City.

\$2 Million for Neighborhood Improvements



The Neighborhood Improvement Program (NIP) will spend more than \$2 million on 38 projects this year, including the following:

- Dead tree and “fire fuel” removal for Skyline Forest, Alta Mesa and Fisherman’s Flats
- Park upgrades and renovations for Laguna Grande, Casanova-Oak Knoll, Hilltop, Cypress, Deer Flats and Dennis the Menace
- Seismic upgrades at the Visitors Center (French Consulate Building)
- Restoration of the Monterey Conference Center Mural and creation of a new mural for the Recreation Trail
- Sidewalk installations on Ramona Avenue, various locations in Casanova-Oak Knoll and Prescott Avenue
- New “state-of-the-art” storm drainage system at Del Monte Beach.

Strategic Initiatives Update

The City made progress on several fronts with the strategic initiatives set by the City Council. The Council passed a Green Building Ordinance that provides more environmentally friendly alternatives for new construction and remodels. Landscaping replaced the Mohr Imports building and car lot at Window-on-the-Bay. The cities of Monterey and Pacific Grove intensified talks about consolidating fire departments under a single command, and initiated discussions about combining Library services.

The Library and Museum staff and Historic Monterey partners developed the first citywide heritage tourism brochure. The “Explore Monterey” brochure, funded by a Preserve America grant, is available throughout the City. An interactive online version of the brochure is being developed by a CSUMB multimedia class and will be released later this year.

A traffic consultant began traffic simulations on the remaining Lighthouse Avenue and Foam Street one-way alternatives, requested by Cannery Row. This work includes a feasibility study for a potential pedestrian / bike bridge over Del Monte Avenue at Washington Street to improve operations and traffic flow.

This issue of City Focus is printed on recycled paper. Online editions are published at monterey.org/efocus.

Leash Law Enforcement



Some visitors, who frequent Del Monte Beach between Municipal Wharf #2 and the Seaside city limit, allow their dogs to run off leash, which can negatively impact other beach-goers. Small children, the elderly and those uncomfortable around dogs can be adversely affected. As a result, the Monterey Police Department frequently receives reports of loose dogs creating an unsafe environment on the beach.

The only public property in Monterey where dogs can run off leash is the El Estero Lake Complex Dog Park. Loose dogs anywhere else, including Del Monte Beach, are not allowed. Monterey City Code §6-10, Dogs at Large, prohibits this and begins with a \$50.00 fine. The penalty increases for subsequent violations.

The Police Department began an educational campaign in July, patrolling the beach, issuing warnings to people with dogs off leash and ensuring adequate signage was in place. Officers began enforcement by issuing citations to owners of dogs off leash in August.

New Bookmobile Saves Time and Money

The Library's long-anticipated replacement of the much loved and well-worn Bookmobile is just around the corner! This is the Library's 3rd generation Bookmobile, upholding a tradition of helping to build a community of readers and lifelong learners by delivering books and other library materials to residents since 1956.

The Bookmobile has always embraced the lean, green practice of sharing among many people, books, magazines, and other materials that would otherwise be purchased by a single buyer and create storage demands in the homes of readers. The new Bookmobile is even "greener"—equipped with a solar-powered generator for lighting and electricity, and the capability to run on biodiesel fuel. The Bookmobile

also provides you with the option of avoiding that extra drive downtown to pick up library materials. Simply reserve your books online from the Library's Website and request delivery at your nearest Bookmobile stop! Other improved features of the new Bookmobile include an extra low floor for wheelchair and stroller accessibility, and public Internet access.

The City received some help with the expense of purchasing the new vehicle, through a generous \$70,000 bequest from a longtime Bookmobile customer. The Bookmobile will continue the Library's long-standing tradition of outreach and service to Monterey residents of all ages in neighborhoods, senior living centers, schools, parks and other outlying areas of the community. The new vehicle is expected to be delivered and make its debut on the streets of Monterey in early 2009. Watch for an announcement of the Bookmobile's inaugural date! For more information visit monterey.org/library or call 646-3710.



Green Building Know-How

The City of Monterey wishes to thank the residents and members of our development community who participated in a year-long community process to establish the Peninsula's first Green Building Program. The program aims to raise the quality of our built environment and reduce the environmental footprint of new construction and remodel projects.

The Green Building Program relies on industry-accepted checklists that offer a range of green building options that can be considered in the early planning stages of future projects. The checklists will serve as an educational tool to alert projects to smart construction practices that do not necessarily require additional costs. For example, here are five easy ways to green your next renovation project:

- Choose low- or no-VOC paint to maintain indoor air quality. VOC stands for volatile organic compound.
- Select an Energy-Star rated dishwasher or appliance to conserve energy.
- Install high efficiency toilets to conserve water.
- Select FSC-certified wood for your cabinets or shelving to promote sustainable wood harvesting. The Forest Stewardship Council (FSC) is a non-profit organization devoted to encouraging the responsible management of the world's forests.
- Insulate hot water pipes to conserve energy.

The first year of the City's newly adopted Green Building Program will be voluntary, allowing all of us time to navigate the initial learning curve before mandatory implementation. For additional information, including the green building checklists and resources, visit monterey.org/building or stop by the Building Department.

CFL Safe Returns

Many calls have come to the City's Recycling Program asking for ways to dispose of compact fluorescent light bulbs (CFLs) since they are hazardous waste and can't be thrown into the trash. Until quite recently, the only safe location to dispose of CFLs was to take them to the Monterey Regional Waste Management District, Household Hazardous Waste drop-off in Marina. Now, Home Depot is offering a convenient location for you to take your CFLs. You can find more information about this at montereyrecycles.org, our new recycling Website.

montereyrecycles.org is a fun resource. You can learn more about composting and waste reduction ideas by visiting the site. You will also find the bottle and can buyback sites and their days and hours of operation. If we can help you find ways to reduce waste at home, work or play, please contact brantley@ci.monterey.ca.us or call Recycling Programs at 646-5662.

CITY GETS BIODIESEL

The City of Monterey has started fueling some of its fleet vehicles with clear biodiesel fuel rather than standard diesel. The biodiesel is known as B20, a blend of 20 percent biofuel - primarily from high-quality restaurant oil - and 80 percent traditional diesel fuel.

City staff researched the implications of using B20 biodiesel fuel and found substantial benefits, including benefits to human and environmental health. B20 reduces tailpipe emissions, including a 21% reduction in hydrocarbons, a 20% reduction in sulfates, and 12% reductions in carbon monoxide and particulate matter.

The City will be testing B20 in vehicles used primarily by the Parks and Streets departments. The City has a fleet of approximately 275 vehicles, including some hybrids. B20 biodiesel fuel is available to City vehicles using the existing City fueling station at Ryan Ranch Road. It is not available to the general public.

Switching to biodiesel fuel is consistent with the goals of the Urban Environmental Accords and the U.S. Mayors Climate Protection Agreement, endorsed by the City Council. Using biodiesel helps promote environmental assets, renewable resources, and cleaner vehicles.

The City's venture into clear biodiesel as an alternative energy source was made possible by a grant from the Monterey Bay Unified Air Pollution Control District.

Exercise is the Key to a Healthy Life



John is a regular at the Monterey Sports Center. Last year, John was diagnosed with borderline diabetes and his doctor recommended that he head to the gym and start an exercise program. John weighs more than 300 pounds and exercise has never been a priority in his life until now. These days, John travels to the Sports Center every day and swims for about 45 minutes. John credits his daily swim with helping him to control his blood sugar and keeping his outlook on life positive. If only more of us could follow John's example.

Recently, the Centers for Disease Control and Prevention announced that the number of Americans with diabetes had grown to about 24 million, or eight percent of the population. Diabetes results when the body cannot use blood sugar as energy, either because it has too little insulin or because it cannot use insulin. Type 2 diabetes, which accounts for 90 to 95 percent of cases, typically develops later in life and is associated with obesity and lack of exercise. Type 1 diabetes, which is often diagnosed in children, occurs when the immune system mistakenly destroys cells that make the insulin.

Diabetes wreaks havoc on the entire body, affecting everything from hearing and vision to sexual function, mental health and sleep. It is the leading cause of blindness, amputations and kidney failure, and it can triple your risk for heart attack and stroke.

The key to preventing diabetes and many other ailments is exercise. The American College of Sports Medicine recommends that every person should get at least 20-40

minutes of exercise every day of the week. People with medical or joint conditions, or who have not exercised in a long time, should visit a physician and then spend one or more sessions with a Physical Therapist. This will help ensure an exercise program is safe and appropriate.

When you have the green light to begin, it makes sense to work with a certified personal trainer, preferably one certified by the American College of Sports Medicine, the National Strength and Conditioning Association or another nationally recognized organization. Personal trainers are on staff at the Monterey Sports Center. So what are you waiting for? Come join John and many others who swim, walk, run and exercise at the Monterey Sports Center.

VOLUNTEER HOT PICKS!

The City of Monterey needs your assistance! Check out these volunteer opportunities and get involved in your community!

Concerned about an earthquake on the Central Coast? The Fire Department's Community Emergency Response Team (CERT) Training can help you prepare. The CERT course covers everything from natural disaster preparedness in your home and workplace to actual emergency response plans in the event of a disaster. The next class is about to start – so sign up now or call 646-3900 for more information.

The Monterey Public Library is currently looking for a volunteer to assist with their youth programs. The position includes preparation and set-up for Tuesday morning story time. This is a great opportunity to interact with people of all ages. Call 646-3932 if you're interested.

The annual arrival of teenage sea lions has just begun. As a Sea Lion Watch volunteer, you will help encourage these daring youngsters to stay in their natural habitat and off the docks and boats in our Harbor.

The Volunteers In Parks (VIPs) invites any and all who are interested in keeping the City beautiful to join them in their weekly park project. If you like to get your hands dirty working outdoors and maintaining our beautiful parks and trails, this is a perfect opportunity for you.

For more information on these or other volunteer opportunities, visit monterey.org/volunteer, e-mail sammon@ci.monterey.ca.us or call Volunteer Services at 646-3719.



www.monterey.org

TUNE-IN TO
EMERGENCY
INFORMATION

1610 AM

Abandoned vehicles	646-3973	Housing & Property Mgmt.	646-3995
Animal control	646-3820	Human Resources	646-3765
Boards & Commissions	646-3935	Library	646-3932
Boats - Launching	646-3950	Neighborhood Watch	646-3819
Building Permits & Inspections	646-3890	Noise Complaints	646-3830
Business Licenses	646-3944	Parking Information	646-3953
Casanova Oak Knoll Center	646-5665	Parks & Parks Maintenance	646-3860
Cemetery	646-3864	Planning	646-3885
City Attorney	646-3915	Police - Non-emergency	646-3914
City Clerk	646-3935	Police - Confidential tip line	646-3840
City Council & Mayor	646-3760	Public Works (PW)	646-3920
City Manager	646-3760	PW Emergencies After hours	646-3914
Claims - Liability - Risk Mgmt.	646-3948	Recreation & Com. Services	646-3866
Code Enforcement	646-3750	Recycling	646-5662
Complaints - Suggestion Line	646-3799	Senior Center	646-3878
Conference Center	646-3770	Sports Center	646-3700
Dog Licenses	646-3944	Streets/Lights & Sewers	646-3927
Employment Job Line	646-3751	TDD-TTY	646-3721
Finance - Accounts Payable	646-3943	Tennis Center	646-3881
Finance - Revenue	646-3944	Traffic Engineer	646-3473
Finance - Payroll / Verification	646-3942	Trees	646-3860
Fire Department Administration	646-3900	Veteran's Memorial Park	646-3865
Forestry	646-3860	Volunteer Programs	646-3784
Harbormaster/Marina Office	646-3950	Youth Center	646-3873
Hilltop Park Center	646-3975	Zoning Regulations	646-3885

City Hall Offices

580 Pacific Street

Police Department

351 Madison Street

**Recreation and
Community Services**

546 Dutra Street

Fire Department

610 Pacific Street

**Monterey Public
Library**

625 Pacific Street

**Finance and Human
Resources**

735 Pacific Street

NON-CITY SERVICES PHONE NUMBERS Cable TV - Comcast: (800) 945-2288 • Birth/Death/Marriage Certificates: 755-5041

Department of Motor Vehicles: (800) 777-0133 • Monterey County Courts: 647-5800 • Trash-Monterey Disposal Service: 372-7977

Water - California-American: 373-3051

CITY HOLIDAYS New Year's Day, M.L. King, Jr. Birthday, Memorial Day, Independence Day, Labor Day, California Admissions Day, Thanksgiving (Thu & Fri), Christmas Day (and working day before & after Dec 25th)



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NEIGHBORHOOD IMPROVEMENT PROGRAM 2009

NAME _____

ADDRESS _____

EMAIL _____ TELEPHONE _____

PROJECT LOCATION _____

DESCRIPTION OF IMPROVEMENT _____

DESCRIPTION OF NEED/EXPECTED BENEFITS _____

IS THE PROJECT SUPPORTED BY YOUR NEIGHBORHOOD?

Yes No Don't Know Not Applicable

SUBMITTAL DEADLINE: February 15th

If you have any questions about the Neighborhood Improvement Program, please call
Les Turnbeaugh at 646-3925 or send an e-mail to turnbeaugh@ci.monterey.ca.us

Please take a moment to review
and return the attached cards.

Your comments and
suggestions are important.

Dear City Manager

Your questions, comments and suggestions are important. Please take a minute to fill out the coupon and let us know what you think about any City-related matter. If you would like a response, be sure to include your name, address, phone/fax numbers or e-mail.

TS _____

NAME _____

ADDRESS _____

EMAIL _____ TELEPHONE _____

