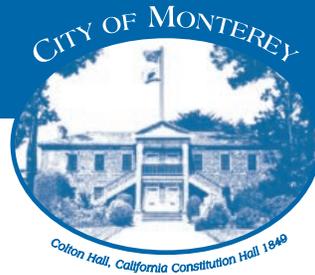


CITY FOCUS

Volume XXII, Number 1

Spring 2007



YOUR INFORMATION RESOURCE



When fire destroyed an Alvarado Street building and displaced 21 businesses, briefings by City officials were broadcast live and replayed frequently on The Monterey Channel on cable TV 25. Information about the closure of a one-block section of Alvarado Street and traffic detours also aired continuously on The Monterey Channel on radio 1610 AM.

For the latest news and information about the City, its government, services and programs, tune into The Monterey Channel on cable TV 25; on 1610 AM; on the Web at monterey.org; and right here in City Focus.

From live coverage of decisions by the City Council and Planning Commission to information you can use everyday, such as recreation activities and recycling, The Monterey Channel is a resource for residents, businesses and visitors.

The heart of The Monterey Channel continues to be live and taped broadcasts of City Council and Planning Commission meetings. There also are some new programs you might want to see.

"City News" brings you information about issues coming before the Council and news about City services and events. "Exercise Monterey!" allows you to participate in a half-hour fitness or yoga class right at home with instructors from the Monterey Sports Center.

The Monterey Channel is on the air 24 hours a day / 7 days a week and you can watch it on the Web at monterey.org/tv with live streaming video or video on demand.

For a schedule of programs on The Monterey Channel on cable TV 25, turn to page 8.



*Alvarado Street fire. During an emergency, tune into The Monterey Channel.
Photo: Steven Schirner*

TABLE
OF
CONTENTS

Alvarado
Fire
Aftermath
2

Attracting
Quality
Employees
3

2007
Community
Survey
4

Volunteers
Needed
6



Photos: Steven Schirner

ALVARADO STREET FIRE AFTERMATH

More than 100 firefighters and 30 fire trucks from as far away as Soledad responded to the five-alarm fire that gutted the 100-year-old Work Opera building at 467 Alvarado Street in February. The massive mutual aid response prevented the blaze from spreading to adjacent buildings and doing more damage to downtown Monterey.

The Alvarado fire displaced 21 businesses, temporarily closed more than a dozen other businesses and shut down a one-block section of upper Alvarado Street. Getting the downtown business district back in business was a top priority of City officials who worked to re-open the businesses and Alvarado Street, first to pedestrians then to cars.

The Old Monterey Business Association played a key role in helping the burned-out businesses get up and running again by finding new office space and equipment for them and locating jobs for some of their employees.

In the months ahead, the City will continue to work collaboratively with the property owner to see that a new building rises out of the ashes that will add vitality and energy to the City's historic downtown.

SUPPORT ALVARADO STREET BUSINESSES!

The businesses that line Alvarado Street need your support now more than ever. Some of the businesses are fighting for survival because of the partial street closure. So this is the time to show your support for local businesses by shopping on Alvarado Street. The businesses are open and would welcome your patronage. Parking is available on lower Alvarado and Tyler Streets and it's free for the first two hours in the West Garage during the one-block street closure. For the latest traffic and parking information on Alvarado Street and the rest of the City, tune in to The Monterey Channel on radio 1610 AM.

DISASTER TRAINING

The Alvarado Street fire is a reminder of the importance of emergency preparedness for businesses and residents of Monterey. The Monterey Fire Department offers emergency preparedness training classes. Helpful readiness information also is available on the Web at monterey.org/fire

URBAN SEARCH & RESCUE – PREPARED TO RESPOND!

By Stewart Roth, *Fire Dept.*

When the earth starts shaking, the water rises, the high winds come, or a resident of, or visitor to this community gets trapped, the Monterey County Urban Search and Rescue (US&R) Team is ready to respond.

The Monterey Fire Department joined forces with the Salinas Rural and North County Fire Protection Districts to develop the Monterey County Urban Search and Rescue Team in 2003. A team of 30 people was certified by the Governor's Office of Emergency Services (OES) in 2004 as a Type I (Heavy) Rescue capable unit, which can respond to all major emergencies that require specialized and heavy lifting equipment.

The people who staff the unit and respond to these types of calls have over 360 hours of initial training in various rescue techniques. They are required to maintain their training level by participating monthly in specialized training.

Because of the regional effort, the citizens of Monterey receive first-rate rescue service for one-third of the cost. This is a great benefit, both in terms of capability and dollars saved.

If you have any questions, please contact Stewart Roth, Division Chief of Training / Safety and Special Operations at the Monterey Fire Department at 646-3904.



NEW OFFICE SPACE FOR CITY STAFF

The City of Monterey is renovating the former Monterey Convalescent Hospital at 735 Pacific Street to serve as interim office space for City staff. More than 30 City employees were displaced when separate water leaks damaged a modular building on Madison Street and the historic Vasquez Adobe.

The renovations to 735 Pacific Street should be complete by late summer when staff from the Finance, Human Resources and Information Resources departments will move into new offices. City staff are expected to work in the building until a permanent solution for a Civic Center is found. The City Council will decide future needs of a Civic Center.

ATTRACTING & RETAINING QUALITY EMPLOYEES

By Debbie Jones, *Human Resources*

Attracting and retaining quality employees is a challenge nationwide. With unemployment at the lowest level in years, competition for the right person for the job is tough. Though beautiful and world-renowned, Monterey is not exempt from the competition. The City recognizes that to attract and retain the best employees to serve the community, it needs to remain competitive as an employer.

(Continued page 5)



New police officers are welcomed by Chief Carlo Cudio.

2007 COMMUNITY SURVEY: We Want to Hear from You!

Every two years, the City of Monterey conducts a comprehensive Community Survey to gauge citizen satisfaction with the quality of City services, programs and facilities. The Community Survey rates the City's appearance, government, community services, neighborhoods, business districts, safety and programs. Results are compared with previous years so the City knows what works and what needs improvement, from the perspective of residents and business owners.

Survey results can help shape budget priorities for the coming fiscal year. For example, the 2005 comprehensive Community Survey revealed a decline in service level satisfaction with some neighborhood street conditions, library and police services. Those declines paralleled budget and service cuts made in previous years. The City used the 2005 survey to make the case for bigger budget expenditures in ensuing years to improve services in those areas.

In 2005, the City got high marks for maintenance of parks, beaches and trees; preservation of open space and historic resources; harbor/marina services, garbage collection and recycling; and overall City services, all hitting greater than 92% satisfaction levels in the 2005 Survey.

The 2007 comprehensive Community Survey is inside this edition of City Focus. Please take a few minutes to fill out the questionnaire and mail it back. The 2007 Community Survey is your chance to let the City know how you feel about your neighborhood, your government, your City and your safety. Whether you've got concerns or kudos for the City, we want to hear from you!

ENVIRONMENTAL CAR WASHING

By Rick Riedl, *Engineering*

Outdoor car washing can carry high amounts of contaminants into local waterways and the ocean. The water used to wash the grime off cars often carries nutrients and metals that are harmful to the environment. The problem with wash water flowing down the street and into storm drains is that it ends up either in a local lake or the ocean without first being treated. Commercial car wash facilities recycle their wash water and are required to discharge to the sanitary sewer. So most storm water impacts from car washing are from residents, businesses, and charity car wash fundraisers that

discharge polluted wash water to the streets. You can help reduce the storm drain pollution by adopting some simple car washing practices:

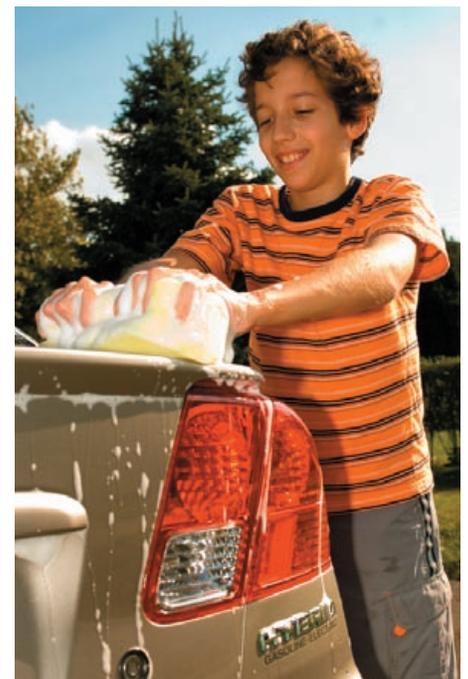
- Use a commercial car wash
- Wash your car on gravel, grass, or other permeable surfaces
- Capture wash water before it reaches the gutter or build a barrier in the gutter to create a pool that can be pumped out. Captured wash water can be pumped into the sanitary sewer with either a sump pump or wet vacuum.

NEW, AFFORDABLE CONDOS

By Sandra Reeder, *Housing & Property Mgt.*

The City of Monterey has approved a number of condominium conversions in the last year, turning apartments into condos to increase home ownership opportunities. Each of the projects is required to commit 20% of the total number of units to affordable, below-market-rate ownership units. As a result, there will soon be 99 new condos in Monterey available to low- and moderate-income households. These condominiums range in size from studios to two-bedroom units.

The City also has approved a few workforce units for people earning between 120% and 170% of median income (between \$93,300 and \$105,740 for a family of four). These condos are available for purchase by anyone living in the City, or employed by a City of Monterey-based business. If you have questions about eligibility or want an application to be placed on the waiting list, call the Housing and Property Management Office at 646-3995.



ATTRACTING AND RETAINING QUALITY EMPLOYEES

(Continued from page 3)

The Human Resources Department recently conducted a salary survey of cities comparable to Monterey. Using this information, the City tackled the challenge of recruiting and retaining police officers by bringing their salaries to a more competitive level with other cities. With that incentive, the City attracted seasoned, experienced officers as well as promising new talent to serve the community.

The City of Monterey will explore similar techniques to maintain competitiveness for non-public safety jobs as well. The ability to attract and retain outstanding employees will ultimately result in the City's ability to continue providing outstanding services to our citizens.

RECYCLING REWARDS

By Angela Brantley,
Solid Waste Program

The California Department of Conservation, Division of Recycling has chosen the City of Monterey for a pilot project encouraging people to recycle more cans and bottles. Highlights of the project include:

- You still pay 4 cents (small containers) and 8 cents (large containers) deposit on your bottles and cans but now you can redeem them for 5 cents and 10 cents respectively. Buyback centers are in the Nob Hill parking lot at Lighthouse and David avenues and behind Whole Foods Market at Del Monte Shopping Center.
- City and state staff are meeting with schools, bars, restaurants, hospitals, hospitality groups, military bases and special event organizers to help them begin or enhance their recycling programs.

MONTEREY PINES SURVIVAL

By Robert Reid, *Forestry*



The Monterey Peninsula continues to experience high levels of infection and mortality in Monterey pines from the deadly Pitch Canker fungus disease (*Fusarium subglutinans*). Since the disease was first discovered in 1986, hundreds of pines of all ages have died and their loss has had a noticeable impact on the forested areas and landscapes of the Peninsula. Scientists continue to study and monitor the disease, but have been unable to develop a cure or defense to slow or prevent its spread. In fact, Monterey is currently experiencing an increase in the number of trees becoming infected and dying from the disease.

The increase in the mortality is the result of the disease mutating and becoming more effective at infecting and killing trees. The infection causes pines to ooze sap, which results in greater susceptibility to attack from destructive pine bark beetles. The disease and insects then work together to spread the fungus to the surrounding pines. After 21 years, the populations of both the fungus and the insects are at extremely high levels leading to more trees being infected and dying.

The City of Monterey is moving forward with a plan to produce native Monterey pine seedlings from trees resistant to the Pitch Canker fungus. These pines will then be planted in parks, greenbelts and landscape areas to replace the trees that have died. Eventually the resistant trees will grow and replace the forest canopy that makes Monterey unique to the rest of the world. In the meantime two other species of pines, Italian Stone and Canary Island, are being planted within the City because they do not seem to contract the disease.

A recycling event trailer, purchased by the City with a grant from the state, will be placed at events to collect and separate garbage and recycling material. For more information, contact Angela Brantley or Lesley Milton by email: Brantley@ci.monterey.ca.us or Milton@ci.monterey.ca.us



SPRING INTO ACTION AS A VOLUNTEER!

By Tish Sammon,
Community Resources

With National Volunteer Week and Earth Day in April, the time is right to focus on ways to give time and energy to volunteer with the City of Monterey. Volunteers are active in every City department and with varying levels of time commitments. From providing support at the Monterey Public Library to becoming a Community Emergency Response Team (CERT) member, volunteers strengthen and enhance City services. Like working outside? Join the Tuesday Volunteers in Parks or help eradicate invasive kelp from the harbor one Saturday each month. Interested in history and like working with people? History volunteers are key to assisting the public at the Presidio Museum, California History Room and Colton Hall. Interested in the workings of the Police Department? Consider becoming a Monterey Volunteer in Policing. Ongoing opportunities for clerical assistance, data entry, scanning projects and law library assistance can be long- or short-term assignments. And don't forget to look for announcements about one-time community or beach clean-ups. Want to know more? Check monterey.org/volunteer or call 646-3719.

THE MONTEREY SENIOR CENTER Crafts, Dancing and Travel

By Shannon Beltran, *Recreation Dept.*

The Monterey Senior Center offers a wealth of new programs for adults and seniors. Sculpting from the Live Model, Needlepoint, Sewing, Ceramics, Senior-Cise and Coping with Aging are currently being offered. Dance classes are very popular and include Line Dancing, Tap, Scottish Country Dancing, International Folk Dancing and Ballroom Dancing.

Did you know that the Monterey Senior Center also offers a travel program? You can attend plays, concerts and many other fun excursions for one low price. Relax and enjoy the ride without having to fight the traffic. The Monterey Senior Center also offers a variety of special events, luncheons and parties for adults and seniors throughout the year. So stop in and see what the center has to offer, call 646-3878 or visit us on the web at monterey.org/communitycenters. The Monterey Senior Center is located at 280 Dickman Avenue, at the corner of Lighthouse and Dickman avenues.

WAIST SIZE MATTERS

By Bill Rothschild,
Monterey Sports Center

A new study demonstrated that where you put on that few extra pounds has a significant impact on your chances of having a heart attack. Men with large abdominal measurements had a 42% higher risk of heart attack, and women were 44% more likely to have a heart attack.

The study focused on a factor known as sagittal abdominal diameter, a girth measurement taken around the abdomen, halfway between the top of your pelvis and your lower ribs. The measurement is done with calipers by

a health professional and is much more accurate than a simple waistline measurement.

The study tracked 100,000 male and female members of Kaiser-Permanente of Northern California over a 12-year period. The message is clear. To avoid future heart problems, work towards maintaining or achieving a healthy weight and reduce the size of your abdomen.

The Monterey Sports Center offers Body Fat Testing, Fitness Assessment, Personal Training and Fitness Programs for all ages. Call Bill Rothschild, Fitness Manager at the Monterey Sports Center at 646-3492 for more information.

ATTENTION TEENS 13 TO 16! Looking for something to do this summer? Interested in gaining work experience? Become a summer Volunteer with the City of Monterey and learn about City programs from the inside while gaining valuable experience as a community volunteer. Information and applications are available on the Web at monterey.org/volunteer or by calling 646-3719.



HISTORY BUFFS – HERITAGE TOURISM

Profiting from the Past *By Jim Conway, Museum Coordinator*

Heritage Tourism has been one of the cornerstones of Monterey's economy ever since the elegant Hotel Del Monte opened in 1880. Studies have shown that heritage travelers average 5.2 nights per trip, spend an average of \$631 per day, repeat visits, and recommend historic destinations to friends and colleagues.

Heritage Tourism is important to the City for more than pecuniary

reasons. It improves the quality of life for the community and its citizens by encouraging historic preservation, supporting cultural activities, promoting a beautiful and navigable physical environment, and sharing and sustaining community memory. After all, cultural tourists appreciate the same experience during their visit that residents value in their daily lives – quality.

MARK YOUR CALENDAR FOR FUN!

By Shannon Beltran, Recreation Dept.

You can start planning your recreation and sports activities with the Summer/Fall 2007 Activities Guide that hits the streets on Wednesday, May 2nd. Registration for Monterey Sports Center programs begins Thursday, May 3rd at 5:30 a.m. Early registration for all Community Center programs is Saturday, May 5th. Monterey residents can sign up from 9 a.m. to 3 p.m. Residents of other cities can register from 1 p.m. to 3 p.m. Priority registration for City residents begins May 7th and general registration starts May 14th in person or online at monterey.org/rec. Online registration requires prior activation.

You also can sign up for summer camps, field sports and ongoing classes and programs. 2007 Activity Guides are available at the Recreation & Community Services Main Office (546 Dutra St.), all Community Centers, the Monterey Sports Center, the Monterey Public Library and online.

To find out what's going on at your Community Center or the Monterey Sports Center, visit monterey.org/rec or call 646-3866 for details. We offer arts and crafts classes, friendly after-school and school break programs, exercise and fitness opportunities, educational workshops and much more.

STORIES FOR ADULTS AT THE LIBRARY

The Library's 21st annual "Stories for Adults" series continues with upcoming performances by some of America's best-loved storytellers. Dovie Thomason will present an evening of stories from her family's Northern Plains / Lakota Native tradition for anyone 16 and older, on Wednesday, May 16, at 7:00 p.m.

Then get ready to travel back to the Appalachian Mountains with storyteller Donald Davis on July 18, at 7:00 p.m. "I didn't learn stories, I just absorbed them," says Davis as he recounts tales passed along to him by a family who has lived on the same land since 1787. Get your tickets at the Check out desk. For information call 646-3949 or email mcombs@ci.monterey.ca.us.

The "Stories for Adults" series is part of the Library's ongoing effort to promote an appreciation for language, literature and preserving community memory, culture and history through storytelling. For a full schedule of cultural events coming up at the Library, check the Library's Web site at monterey.org/library.



WEB SITE RE-DESIGN

The City of Monterey Web site has a new look and improved navigation so it's easier to use. Check it out at monterey.org and see what you can do online, from registering for sports activities to finding a book at the Library.

The City Web site gets more than 1.5 million hits each month. The pages people visit most are Visitor Info, Recreation, Library, Jobs, Events, the Monterey Sports Center, Maps & Directions, Photos, City Services and City Departments. The new Web site reflects people's preferences by giving those pages more prominence on the home page.



For a listing of programs by show titles, go to monterey.org/tv

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9:00 AM	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey	Eye on Monterey
9:30 AM	Exercise, Monterey!	Exercise, Monterey!	Exercise, Monterey!	Exercise, Monterey!	Exercise, Monterey!	Exercise, Monterey!	Exercise, Monterey!
10:00 AM	Monterey History Series						Monterey City Council
10:30 AM		City News		City News		City News	
11:00 AM	City Announcements	City Announcements	City Announcements	City Announcements	City Announcements	City Announcements	
11:30 AM	Employment Opportunities	Employment Opportunities	Employment Opportunities	Employment Opportunities	Employment Opportunities	Employment Opportunities	
Noon	Monterey City Council						
4:00 PM			Monterey City Council/ Planning Commission Live Broadcast	Special Event Programming	Monterey City Council Taped Replay		
6:00 PM	City News	Eye on Monterey	City News	Eye on Monterey	City News	Eye on Monterey	City News
6:30 PM	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover	Cover to Cover
7:00 PM	Monterey Peninsula Water Mgmt. District	Special Event Programming	Monterey City Council/ Planning Commission Live Broadcast	Monterey Planning Commission	Monterey City Council Taped Replay	Special Event Programming	Monterey Planning Commission
11:00 PM	City Announcements	City Announcements	City Announcements	City Announcements	City Announcements	City Announcements	City Announcements



**Citizens and Friends
Monterey, Ca 93940**

PRESORTED
STANDARD
U.S. POSTAGE PAID
MONTEREY, CA
PERMIT NO. 256

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