



HAPPY INDEPENDENCE DAY

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“What a great day of celebration.”
Mayor Chuck Della Sala

Fourth of July Independence Day celebrations in Monterey were festive and fun. The day started with the traditional parade down Alvarado and up Calle Principal streets. Lined by thousands of eager spectators, parade participants were colorful, varied, and jubilant to say the least. The event was dedicated to the armed forces and public safety personnel.

Thanks to the Old Monterey Business Association (OMBA) for doing a great job with the parade planning and organization. Appreciation also goes to Union Bank for sponsoring the parade again this year.

Next on the celebratory

agenda was the Annual Admission Free Big Little Backyard Bar-B-Que and Entertainment Extravaganza held on the historic grounds of Colton Hall on Pacific Street. Entertainment was fierce with four live bands playing a variety of music. Children's entertainment included free carnival booths and games, face painting, jump houses and balloon artists. Lots of great food provided by non-profit food vendors was on sale all day, or you could bring a picnic lunch.

The energy pushed into the night with the Monterey County Pops performing an evening of patriotic and Americana music at the Golden State

Theatre. With a full house of nearly 1000 fans, the evening ended with the audience roaring as they gave a very exuberant standing ovation.

What a day it was. Thanks to all who helped make this Independence Day in Monterey a special day to remember.

See photos on page 5 and [online](#) and see you next year on the 4th of July!





CITY WELCOMES NEW DEPARTMENT HEADS

BY COMMUNICATIONS ASSISTANT LAURIE HUELGA



Deputy City Manager/Plans and Public Works Danial "Dino" Pick

"We are very excited about our new Executive team, and feel lucky to have recruited great talent throughout the State to join what is an already successful group of dedicated department heads."

City Manager Mike McCarthy

The City of Monterey is finished filling the executive ranks for open positions of Deputy City Manager/Plans and Public Works, Finance Director, and Library Director.

City Manager Mike McCarthy said, "We are very excited about our new Executive team, and feel lucky to have recruited great talent throughout the State to join what is an already successful group of dedicated department heads."

Danial (Dino) Pick replaces Hans Uslar as the Deputy City Manager/Plans and Public Works after Hans' promotion to Assistant City Manager. Pick recently retired from a highly distinguished 29 year career in the army, most recently as the Commandant/Commander of the Defense Language Institute Foreign Language (DLIFLC) at the Presidio of Monterey. He brings a wealth of experience and will play a key role in the military/city partnership known as the Monterey Model, in addition to overseeing the Plans and Public Works Department.

Jimmy Forbis started in May as the City's new Finance Director. He is the former Utilities Business Manager for the City of Morgan Hill. Prior to that he worked for the County of San Mateo and the Town of Los Altos Hills. As a certified Public Finance Officer, he is one of only 557 government finance officers nationwide

to earn a Government Finance Officers Association (GFOA) certification. Jimmy is a veteran of the United States Navy.

The Monterey Public Library Board of Trustees hired Bill Michael as the city's new Library Director at the end of June. Bill Michael has served as the County Librarian in Mono County since 2005. Michael worked to preserve and establish the Manzanar National Historic Site in eastern California.

Prior to working for Mono County, Michael

was employed with Inyo County where he served as the Director of the Eastern California Museum and was later promoted to the Director of the Library and Museum Services.

Michael has graduate degrees in both Library Science and Liberal Studies, with an emphasis in Museum Studies, from San Jose State University and

the University of Oklahoma, respectively. His undergraduate degree is in Native



Finance Director Jimmy Forbis

American Studies, with an emphasis on Museum Studies, from California State University (CSU) - Hayward.



Library Director Bill Michael

NEIGHBORHOOD IMPROVEMENT PROGRAM UPDATE

BY CAPITAL PROGRAMS COORDINATOR JOCELYN FRANCIS

On July 2, 2014 the City Council approved the Neighborhood Improvement Program (NIP) budget for fiscal year 2014 - 15 to include 28 community-oriented projects totaling \$2.4 million.

Projects funded include improving Hartnell Gulch, creating a citywide bicycle lane improvement plan, reconfiguring the drop-off on Olmstead at Foothill School, widening the 300 Block of Belden, installing a bocce ball court at Veteran's Park, and many more.

The City accepts applica-

tions for neighborhood improvement projects from citizens, neighborhood associations, residents, and other City staff throughout the year. The NIP Committee (made up of 14 neighborhood representatives) then reviews the applications and makes its recommendations to City Council.

NIP projects serve the interests of the neighborhoods, the community at large, and can range from improvements to parks to the Library to streets and sidewalks. If you are interested in submitting a pro-

ject idea for the next cycle, you are encouraged to fill out the form online. See a full list of projects at monterey.org/nip.



Hartnell Gulch

Monterey.org/nip

CAPITAL IMPROVEMENT PROGRAM UPDATE

BY CAPITAL PROGRAMS COORDINATOR JOCELYN FRANCIS

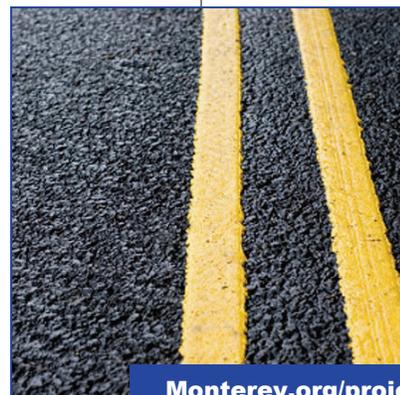
The Capital Improvement Program (CIP) provides for new construction, expansion, renovation, replacement, upgrade, or rehabilitation of a fixed object or asset (such as storm drains, streets, or public buildings), with an anticipated life exceeding one year, and a cost exceeding \$10,000.

CIP designates infrastructure projects to be funded through the general fund, gas tax revenues (for street

projects), sewer fees, parking revenue (for parking projects), and other special revenue or grant programs.

On July 2, 2014 the City Council approved the CIP budget to include 22 capital projects totaling \$3.2 million. Projects funded include sidewalk repairs, street resurfacing, Library roof replacement, and many more. To see a full list go to:

monterey.org/projects and click on the tab, "CIP Projects by Year."



Monterey.org/projects



AMGEN TOUR OF CALIFORNIA
 IN MONTEREY FOR STAGE 4 ON MAY 14, 2014





FOURTH OF JULY IN MONTEREY
INDEPENDENCE DAY CELEBRATIONS
SEE MORE AT WWW.MONTEREY.ORG/JULY4TH



“Get out of those winter boots and into some flip flops and have a blast at the beach!”



The City of Monterey sponsored a sign contest to promote awareness of the smoking ban on the wharf.



SUMMERTIME BEACH FUN

BY MONTEREY POLICE OFFICER JEREMIAH RUTTSCHOW

As summer heats up and people look for ways to cool down, the beach quickly regains a place as Monterey’s top hot spot. While fun in the sun is always great, the Monterey Police Department wants to deliver a friendly reminder of several city ordinances designed to promote health and harmony among our residents and visitors:

- Smoking is prohibited on all beaches [22-29(b)(1) MCC].
- Burning, lighting or maintaining any fire during the hours of 10:00 p.m. to 6:00 a.m., or any fire at any time which is not fully contained within City-provided fireplaces or fire rings, or fully contained

within a portable barbecue is prohibited [23-3(f) MCC].

- Glass containers and wood pallets are not allowed on city beaches [23-3(k)MCC].
- Alcoholic beverages are permitted on all public beaches during the hours of 6:00 a.m. to 10:00 p.m., and are prohibited after

10:00 p.m. and before 6:00 a.m. [23-4(b)MCC].

With your cooperation, the Monterey Police Department can help our community enjoy a safe and environmentally responsible summer. So get out of those winter boots, into some flip flops and have a blast at the beach!



SMOKING BAN ON OLD FISHERMAN’S WHARF

In the City of Monterey smoking is banned on city beaches, the Recreation Trail, in covered public parking lots, on any form of public transportation provided by the City, service areas, in city vehicles, and any other privately-owned location where no-

smoking signs are posted. On Tuesday, November 5, 2013 this was expanded to include Municipal Wharf I. The banning of smoking on Municipal Wharf I will hopefully reduce the amount of cigarette butts that end up in the surrounding ocean and Mon-

terey Bay. The City of Monterey is proud to be making efforts to reduce the human impact on public health and the environment, especially since we are located in such an ecologically beautiful and diverse area.



WAYS TO HELP THE OCEAN THIS SUMMER

BY ENVIRONMENTAL REGULATIONS MANAGER TRICIA WOTAN

Looking for a great summertime activity that provides your family an environmental education? Or simply fulfills your zest for the outdoors? Looking for a summer activity that also gives back to our ocean? If so, consider volunteering this summer to help protect the Monterey Bay! During this time of year, environmental staff at many local organizations are in full-swing with outdoor volunteer opportunities galore and open to everyone. Below is a short list of some local organizations and their opportunities:

– **Monterey Bay National Marine Sanctuary** (831-647-4201), such as field water quality sampling, beach and ocean monitoring, and docent programs:

www.montereybay.noaa.gov/getinvolved/volunteer/welcome.html

– **Save Our Shores** (831-462-5660), such as Dock-walker events to educate boards, monthly Monterey County beach cleanups including the statewide Coastal Cleanup Day (Sept. 2014), and more:

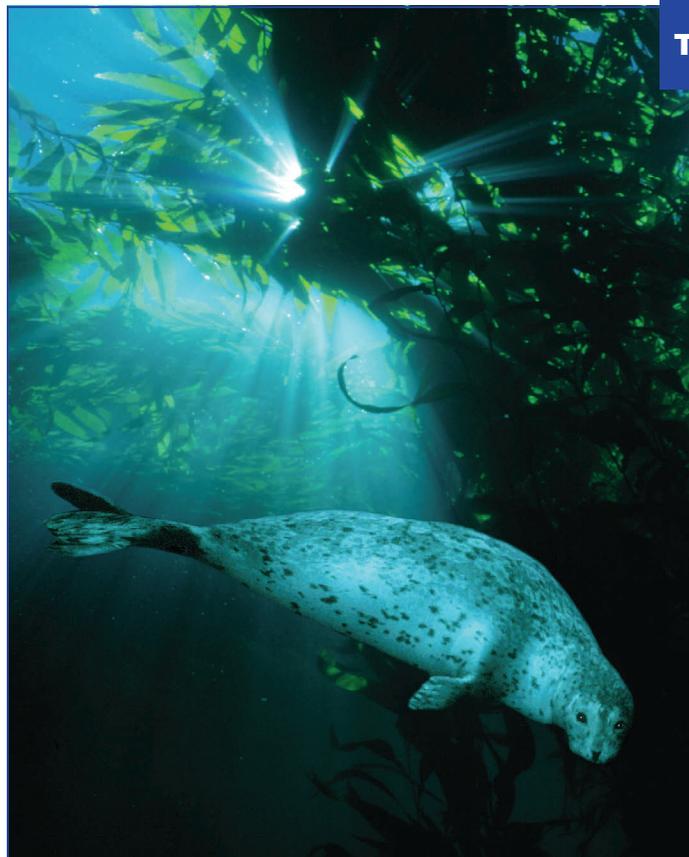
www.saveourshores.org/volunteer/

– **Surfrider Foundation Monterey** (831-272-2731), such as assisting with beach cleanups and adopt-a-highway efforts:

www.surfridermonterey.weebly.com/volunteer.html

To help “return the favor” to our ocean, contact these or other local organizations to find an opportunity that suits you this summer! You may also request to be added to

email lists to learn about upcoming events. Or, simply learn everyday tips at thankyouocean.org about what you can do at home, in the garden, on the water, at school or work, while traveling, and around town to have a positive impact on our ocean and the Monterey Bay, and give back to the ecosystem that provides us so much.



“The ocean takes care of us. Let’s return the favor!”

ThankYouOcean.Org



Read more online in the Fire Prevention section about how to reduce the risk to your home from a potential wildfire. monterey.org/fire



www.montereycert.org

100' DEFENSIBLE SPACE: BE FIRESAFE

RE-PUBLISHED WITH PERMISSION OF CALFIRE

The drought in California impacts us in many ways, including increasing the risk for wildfires.

Following these simple steps can dramatically increase the chance of your home surviving a wildfire!

Why 100 Feet?

A defensible space of 100 feet around your home is required by law.

Lean, Clean and Green Zone

– Clearing an area of 30 feet immediately surrounding your home is critical. This area requires the greatest reduction in flammable vegetation.

Reduced Fuel Zone

– The fuel reduction zone in the remaining 70 feet

(or to property line) will depend on the steepness of your property and the vegetation.

Spacing between plants improves the chance of stopping a wildfire before it destroys your home.

You have two options in this area:

A. Create horizontal and vertical spacing between plants. The amount of space will depend on how steep the slope is and the size of the plants.

B. Large trees do not have to be cut and removed as long as all of the plants beneath them are removed. This eliminates a vertical “fire ladder.”

When clearing vegetation, use care when operating equipment such as lawnmowers. One small spark may start a fire; a string trimmer is much safer.

Remove all build-up of needles and leaves from your roof and gutters. Keep tree limbs trimmed at least 10 feet from any chimneys and remove dead limbs that hang over your home or garage. The law also requires a screen over your chimney outlet of not more than ½ inch mesh.

For more information call the Monterey Fire Department Fire Prevention division at 646-3908.

CERT TRAINING IN SEPTEMBER

Monterey CERT just completed a quarterly deployment exercise that included interacting with fire and ambulance crews and their equipment. The training included several emergency scenarios. [See photos from the day.](#)

Interested in getting involved? The next CERT class

starts Saturday, September 13th, with continuing sessions on Saturday the 20th, and Sunday the 21st. Classes run from 8:30 a.m. to 4:30 p.m. each of the three days. See the [CERT website](#) for more information, or the [direct link to the flyer.](#)



Monterey CERT quarterly deployment exercise in June.

WORKOUT INTENSITY MATTERS

BY MONTEREY SPORTS CENTER FITNESS MANAGER BILL ROTHSCHILD

Are you working out hard enough?

We often find that individuals who exercise regularly by walking, swimming, light cardio activities and light exercise classes do not push themselves hard enough to positively affect their body fat levels, increase their lean body mass and bone density, and reduce their resting heart rate and blood pressure. Light activity can be an excellent choice for reducing stress and maintaining one's health, but it often doesn't trigger the positive stress necessary for the body to improve.

One of the more popular forms of exercise trending is high-intensity training. Programs like Cross-Fit, P90x, HIIT, Tabata and others have gained in popularity due to their ability to quickly improve fitness levels. The challenge with these types of formats is that they may not be safe for everyone to do. For individuals who are not in good shape or who participate in programs where there is inadequate instruction, the risk of injury or overtrain-

ing can be a significant issue.

Recent research indicates that exercise must be performed at a high enough intensity to facilitate the body's response in adapting to a stressful influence. If the physical stress is too great, injury and illness can be the result. With not enough stress, the body does not change.

Intense exercise changes the body and muscles at a molecular level in ways that milder physical activity doesn't match, according to an enlightening new study conducted at Scripps Research Institute. According to lead researcher Dr. Conkright, "There is some truth to that idea of 'no pain, no gain.'" The good news is that "intensity is a completely relative concept," Dr. Conkright said. "If you are out of shape, an intense workout could be a brisk walk around the block. For a marathon runner, it would involve more sweat. The point is to get out of your body's comfort zone because it does look like there are unique consequences when you do."

To set up an appointment with a certified fitness professional, call the Monterey Sports Center at 646-3492. Whether you are looking for a one-time evaluation and program setup, a "Quick Start Personal Training Membership," sports performance training or general personal training, we have an outstanding staff ready to assist you in reaching your fitness goals. Morning, afternoon, evening and weekend appointments are available and the fees are very reasonable.



"There is some truth to that idea of 'no pain, no gain'."



For information about our group exercise schedule including our high intensity classes, check out the Group Exercise page at www.monterey.org/sportscenter

NEW COMMERCIAL FOOD-SCRAP COLLECTION TRUCK

BY SUSTAINABILITY COORDINATOR TED TERRASAS

The City of Monterey is working with many local businesses to increase food waste diversion from the landfill. Along with plastics, food waste is one of the main materials that is still being landfilled today.

Food waste, however, is a valuable commodity and can be transformed into compost as well as provide electricity during processing at the Marina Landfill. Currently about 5 tons of food waste generated in the City are diverted from the landfill every week.

Collecting food waste though, can be very challenging. Modern garbage trucks are designed to collect solid waste, which is often a mixture of materi-

als produced at a household or business. Food waste by itself, on the other hand, is often very heavy and wet and can cause problems (leaking, spillage, etc.) when a normal solid waste truck is used for collection.

With that in mind, Monterey City Disposal recently purchased a specially designed truck for the sole purpose of collecting food waste in the City of Monterey. The truck is designed to be water tight and offer container cleanouts for customers given the often objectionable nature of food waste.

The City continues to work toward increasing commercial participation

in the food waste program and exploring ways to make food scrap collection available for residents as well.



Monterey Disposal Service' new commercial food-scrap collection truck

“PAWS TO READ”

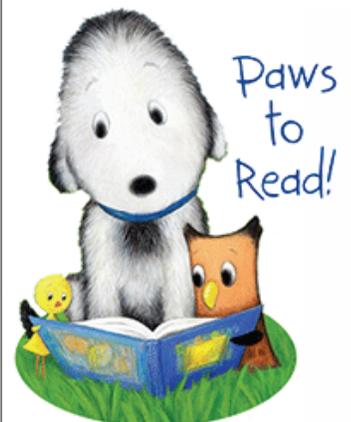
BY LIBRARY SPECIAL SERVICES COORDINATOR JEANNE MCCOMBS

Summer's here and at the Library that means time to keep kids reading (and having fun) during school vacation. This year's theme is “Paws to Read” and features a wide variety of dog and other animal-related activities, including "Pup-pet" shows, a visit from Gen-

nifer Choldenko, author of *Notes from a Liar and her Dog*, a meet up with Veterinarian Dr. Amanda Sharp, a dog circus featuring *Busy Bee Dogs*, and a stuffed animal sleepover.

Readers of all ages can win weekly prizes by spending time this summer reading good books.

For more information, check the Library's website at monterey.org/library and happy reading!



SEWER REHABILITATION PROGRAM UNDERWAY

BY CAPITAL PROGRAMS COORDINATOR JOCELYN FRANCIS

The City is responsible for operating and maintaining a sanitary sewer collection system that includes over 100 miles of sewer pipelines, seven lift stations, and over 2,000 manholes within the City limits, as well as in the Naval Postgraduate School and Presidio of Monterey.

The system was assessed and repairs prioritized utilizing an “A” through “F” rating system. Identified areas that received a “D” or “F” rating are now planned for rehabilitation.

The City is utilizing a low interest loan from the Clean Water State Revolving Fund through an agreement with the State Water Resources Control Board totaling \$16.8 mil-

lion to be repaid utilizing sewer rate fees.

In June 2014, the City Council awarded Monterey Peninsula Engineering (MPE) the contract to complete the first phase (of three) to conduct video inspections, re-lining and performing spot repairs on 116 sewer line segments.

On Friday, August 1, 2014 MPE will begin working throughout the City until Thanksgiving. Phase 2, which includes the rehabilitation of the seven lift stations, is currently out to bid with construction starting in the fall and Phase 3 is still in design.

We appreciate your patience with many crews working to rehabilitate our old sewer collection system. To minimize congestion,

major arterial, commercial, and high traffic areas will be completed at night and residential work completed during the days.

If you have questions, please contact the Capital Projects Office at (831) 242-8773.



IT'S TIME TO PLAY! MONTEREY!

BY RECREATION SUPERVISOR SHANNON LEON

It's time to *play! Monterey!* It's that time of year to start planning for summer and fall activities with the City of Monterey Recreation. We offer a variety of fun and educational programs for all ages, including gymnastics, camps, exercise, field

sports, art & crafts, a variety of dance classes and much more!

Don't forget the City of Monterey Recreation also offers a variety of after-school and school break programs for children, including the Afterschool Program at Hilltop Park

Center, Stay-n-Play, Autumn Pumpkinland, Hilltop's Fall Camp, Sports Camp Plus, Cheerleading Camp and much more.

play!

Monterey

Our Summer/Fall 2014 guide, 'play! Monterey' is available online at monterey.org/rec or call 646-3866 for more information.

(This guide is good through November.)

ONLINE BUSINESS LICENSE RENEWAL!

BY SENIOR ACCOUNTANT CAROL BOUCHARD

All annual City of Monterey businesses licenses expired on June 30. Businesses have until August 15 to renew without penalty. Renewals are based on gross receipts from July 1, 2013 through June 30, 2014.

Renewal notices were mailed on July 2, and include information about renewing online, by mail, or in person. If you have

not received your business license renewal notice (Affidavit of Gross Receipts), please contact the Revenue Office at (831) 646-3944, Monday - Friday, 8:00 a.m. to 5:00 pm.



It's quick and easy!
(Renew July 1 - August 15)

Go to Monterey.org and click on the Business tab.



Mayor
Chuck Della Sala

Councilmembers
Libby Downey
Alan Haffa
Nancy Selfridge
Frank Sollecito

City Manager's Office
City Hall
580 Pacific Street
Monterey, CA 93940
(831) 646-3760

Suggestions:
(831) 646-3793
MontereySuggest@monterey.org

City Focus is published by the Communications & Outreach Office to inform citizens about the programs, services and activities of city government. City Focus is available by [email subscription](mailto:MontereySuggest@monterey.org) and is posted online in January, April, July and September.

THERE'S A NEW HERO IN TOWN

BY COMMUNICATIONS ASSISTANT LAURIE HUELGA

Residents in the City of Monterey can now participate in the Home Energy Renovation Opportunity (HERO) program. With Monterey immersed in a drought and still climbing out of a recession, the HERO program really can "heroically" help save water, the environment and money.

You can fill out an application online and if you qualify, you can upgrade from a choice of 50 product categories, from upgrading your home's insu-

lation, installing energy efficient windows, solar panels and high effi-



It's a sustainable investment that helps homeowners cut back on their energy and water bills.

HeroProgram.com/Monterey

ciency toilets and shower heads, to installing drip irrigation or rainwater catchment systems as examples.

Once you qualify and take out a low interest loan from the program, you can start upgrading your home. You only make one payment a year that's added to your property taxes and

interest from the loan is tax deductible. You must be a property owner to qualify.

Homeowners must hire HERO registered contractors (who are pre-qualified, licensed and bonded contractors) to do the retrofits.

City of Monterey General Services Superintendent George Helms explains, "Your utility bill is going to go down and the water usage level will go down, and that's important for the City of Monterey."

Find us on:

