CITY OF MONTEREY Result: ADEQUATE WATER SUPPLY

If the City of MONTEREY _

_, then it will have successfully achieved the result of ensuring an ADEQUATE WATER SUPPLY for the City,

ENCOURAGES and REWARDS THE PROTECTION, CONSERVATION and EFFICIENT USE OF WATER TO INSURE THE LONG-TERM SUSTAINABILITY OF THIS INVALUABLE RESOURCE

SEEKS RENEWABLE, DIVERSIFIED SOURCES OF WATER and ENSURES THE WATER DELIVERY SYSTEM IS EFFECTIVE, WELL-MANAGED and COST-EFFICIENT

PROMOTES and PROVIDES FOR THE RECLAMATION, RECYCLING and RE-USE
OF RAINWATER, STORMWATER and OTHER STANDING WATER

STAFF RESPONSE	CITIZEN RESPONSE	
Low flow compliance	Encourage family water conservation	
Conservation	Eliminate wastewater in the Bay	
Waterless urinals	Continue conservation incentives	
Promote water conservation	Limit water credits	
Encourage low-flow home appliances	City encourages conservation and efficient use of this valuable resource	
Conserve	Low flush toilets	
Conservation programs	Take less showers	
Develop additional conservation measures	Encourage fixture replacements at homes & businesses	
Reduce use	Reward households with credits for using less water per # of family members	
Water conservation	Conservation	
Develop a unified policy direction	Better water stewardship	
Promote, expand sustainable practices & ordinances	Cut golf course use	
Sustainable	Enforces penalty for water abuse	
Use foam on fires	Encourages/rewards conservation	
Times shower shut-off in public facilities	Collect & report water usage in all hotels in effort to decrease	
More waterless urinals	Remove /reduce grass from lawn areas	
Support green building	Encourage use of drought resistant plants	
Water conservation measures	Remove grass from bay-side parks	
Preserve water	Discourage residential lawns	
Maximize water credit distribution	Encourage more drought-resistant landscaping	
Re-visit water credit program	Use drought-resistant landscaping	
Water wisely	Continue using drought resistant plants	
Watering schedules	Continue to sue drought resistant plants in public areas	
Prohibits turf on City property other than sports fields	Plant less grass	
Reject produce that requires high water use (i.e. strawberries)	Assist with drought-tolerant landscaping	

STAFF RESPONSE CITIZEN RESPON			
Provides diversified sources of water	Dig for new wells		
Work with water district	Work with Cal-Am to ensure workable reasonable water rates		
Purchase Cal-Am	Validate Water Board		
Publicly owned/managed	Eliminate the water management district		
Develop our own desal plant (2)	City vote in water management governance		
JPA desal plant	Revisit partial utilization of San Clemente Dam		
Form a municipal water district & build desal plant	Work with cal-Am on storage improvements		
Work with Cal-Am	Publically owned municipal water system		
Promote a dam	Develop independent , new City water source		
Dam	Get out of the allocation systems of the regional water management district		
Well	Lobby State for access to Central Valley water		
Build a desal facility	Citizen ownership of current water company		
Desalination (7)	Buy Cal-Am		
Support Oceanview Plaza CSD	Explore taking over Cal-Am system		
Pressure our community to conserve water	Dump Cal-Am		
Re-vamp Cal-Am	Figure out how to sue & take advantage of empty David Ave. reservoir		
	Hire rainmaker		
	Seed the clouds		
	Possible residential water wells		
	End Cal-Am water monopoly		
	JPA for desalination plant - full representation (2		
	Desalination plant (2)		
	Desalination(2)		
	Plan for desalination plant		
	Assure new water supply from desalination plant		

STAFF RESPONSE	CITIZEN RESPONSE	
Use of lake water on Parks & Cemetery	Stormwater re-use	
Encourage catchment	Capture & recycle water from storm drains	
Allow on-site water recycling	Capture rain water	
Reclaim storm water	Rainwater catchment	
Encourages home rain water retention	Capture more rain water	
Capture run-off for irrigation	Somehow save stormwater run-off	
Save rainwater for landscaping	Encourage & facilitate grey water collection for landscape irrigation	
Reuse/use rain water	More & better means of gathering rain water	
Recycle rainwater	Use recycled water for major watering projects	
Cisterns	Allow cisterns in residential areas for storage	
Require cisterns	Explore ways to capture winter rain run-off	
Provide recycled water resources	Recycle rainwater	
Increase use of reclaimed water	Build catchment systems & cisterns	
	Capture run-off water and re-use	
	City explores ways to capture rainwater & use brown water	
	Provide ways to capture rain run-off for irrigation in City	
	Each home collects water	
	Recycle water for yards	
	Provide cisterns for residences	
	Catch rainwater and clean for use	
	Use recycled water	
	Provide each home with a cistern like we're given recycle bins	

Drought resistant landscaping		
Xeroscaping		
Provides reliable drought independent supplies		
Continuous monitoring of irrigation systems		
Drip irrigation		
Drought resistant plants		
No lawns		
No lawns on private property		
Require drought tolerant for new projects		
Use of drought resistant plants		
Low water landscape		
Required drought resistant landscape		
Police dumping - ocean, drains & commercial		
Prevent homeless encampment - pollution of the water		

More desalination plants

Explore desalination as an option

Are we involved in any desalination initiatives? funding options are probably available

Desalination efforts - baby steps

Get CPUC help to solve issue of costs of
desalinates water

Big desalination plants

PLANS FOR and DESIGNS RESPONSIBLE GROWTH THAT STIMULATES THE ECONOMY WITHOUT OVER-ALLOCATING AVAILABLE NATURAL RESOURCES

INFORMS, EDUCATES and INCENTIVIZES THE COMMUNITY TO PROTECT ITS RESOURCES

SEEKS COLLABORATIVE PARTNERSHIPS TO ADDRESS WATER ISSUES AT A REGIONAL LEVEL

STAFF RESPONSE	CITIZEN RESPONSE	
Limit construction	Limit housing expansion	
Reduce new developments	Save water for existing residences & businesses	
Limit growth	Limit building across the board - no special situations	
Water supply helps economy	Work with businesses & property owners to allocate existing water	
Water Supply supports building & construction	Limit development	
Priority for new business		

STAFF RESPONSE	CITIZEN RESPONSE
City web site awareness video	Encourage family water conservation
Education community	Continue conservation incentives
Incentivize water conservation measures	City encourages conservation and efficient use of this valuable resource
Continues public education	Develop programs & encourage public participation
Educated, well-trained irrigation crews & Parks maintenance workers	
Informs citizens about water conservation	
Promote water conservation	
Water wisely	
Watering schedules	

STAFF RESPONSE	CITIZEN RESPONSE	
Works with other communities/agencies for regional solutions	Work with neighboring communities to move wate project forward	
Regionally based	Support regional water project	
Maintain regional representation on all Water Boards	Participate in a regional desalination water project	
Regional collaboration	End Cal-Am water monopoly	
Support regional solutions	JPA for desalination plant - full representation (2)	
Support the "regional project" whole heartedly	Explore desalination as an option	
	Validate Water Board	
	Get CPUC help to solve issue of costs of desalinates water	
	Big desalination plants	
	Stop Pebble Beach residents overuse	
	Lobby State for access to Central Valley water	

PLANS, DESIGNS and EFFECTIVELY MAINTAINS ITS WATER DELIVERY and STORMWATER MANAGEMENT INFRASTRUCTURE

Uncategorized

STAFF RESPONSE	CITIZEN RESPONSE	
Maintain/improve infrastructure	Inspect integrity of pipelines	
Well-maintained storm drains	Keep storm drains clean	
Maintains storm drain system (infrastructure)	Make sure City water fixtures do not leak	
Invest in infrastructure to upgrade water distribution systems throughout City facilities	Maintain water delivery system	
Manages storm water		

Storm water

STAFF RESPONSE

Stop arguing

Lobby the State



CITY OF MONTEREY

Result: QUALITY of LIFE -HEALTH, EDUCATION and WELL-BEING

If the City of MONTEREY _______, then it will have successfully achieved the result of providing for the HEALTH, EDUCATION and WELL-BEING of the community

PARTNERS WITH THE COMMUNITY TO PROVIDE SERVICES THAT PROMOTE THE PERSONAL HEALTH, FITNESS, SAFETY and the WELL-BEING OF ALL

PROMOTES HEALTH and FITNESS THOUGH DIVERSE RECREATIONAL OPPORTUNITIES and A WELL-MAINTAINED SYSTEM OF PARKS and TRAILS

OFFERS DIVERSE HEALTH, RECREA

STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE		CITIZEN RESPONSE	STAFF RESPONSE
Health & fitness	Partner with local merchants, businesses & hospitals to promote healthy lifestyle	Recreation programs	Neighborhood parks	Maintain affordable Sports Center	Programs for seniors & children
Support for wellness	The safety & well-being of the Del Monte beach community is severely compromised by the absence of any equipment in the emergency locker	Recreation provides support to families - sports, arts, social interaction	Outdoor recreation	Support the Sports Center	Senior services address all needs including nutrition, health, exercise, social interaction
Encourage healthy food symposium opportunities to educate on good diet	Work to help the homeless of city	Recreation brings in revenue	Clean up parks to be more open	Maintain current levels of parks & recreation for the citizens	Provide services to seniors who may be house rich but cash poor
Encourage local food markets/restaurants	Work to help provide services to homeless	Sports leagues	Hiking trails	Continue to keep parks open & maintained	Outreach for our elders
Create at least one additional entrance for Chomp traffic	Be known as the healthiest community in California	Annual "open house" at Sports Center	Places to sit, engage & play	Trail along the waterfront for locals & tourists	Senior activities
Public health education	Good access to health care	Provide variety of recreation programs	Clean parks	Maintain parks & waterfront path	Health activities for elderly
Fitness resources	Quality healthcare would be available to all	Provide recreational programs (2)	Maintain "tree city"	Well-maintained parks	Adult programs
Health meeting for community	Health - more 1/2 marathons & other athletic events - like bikes for locals & tourists	Provide recreational opportunities	Parks & peace for outdoor places	Enlarge Dog Park (by cemetery)	Support youth activities
Encourage health events	Maintain a good relationship between city government & local families	Recreational opportunities (could be through partnerships or businesses)	Enhance waterfront amenities & attractions	Have bocce competitions	Youth recreation
Affordable healthcare plans & knowledgeable doctors		Continue to subsidize the Sports Center at current level	Accessible waterfront & boating	Create tennis "stadium"	Promote & encourage fitness programs for children
Community nutrition events	Encourage fund raisers as races or other community events that promote health & fitness	Sports Center (3)	City trees contribute to air quality	Provide community park & recreational services that promote family sustainability	Programs for youth & seniors
Offer personal development/wellness classes	Information on health & wellness	Clean sports facilities such as Sport Center, Tennis Courts, Baseball fields, Basketball courts	Parks	Support our parks	Support arts & music programs in schools through recreation programs
Health fair for residents	Opportunities to buy healthy local foods	Sports programs	Clean & safe beaches	Speed limits on recreation trails	Activities for children & teens
Community wellness programs	Medical marijuana	Support community services & Recreation Department	Clean & safe parks	Parks	After school programs
Promote health plan that rewards good fitness	Provide accessible rehab services for homeless & others who are in need	Sport Center open 24 hours	Clean beaches	Continue to support Sports Center & recreation programs for all age groups	Outdoor activities for kids
Health & wellness programs improve the health of the community which leads to lower health care costs	Response time for fire & police	Opportunities for families to play together	Clean, well-maintained parks	Sports Center & recreation centers	Support teen & youth summer camp & school break programs

Everyone has access to health information	Promote /support volunteerism through City (volunteers live longer, less stress)
Ensure access to healthy food choices	Residents are active & involved with community
Flu shots	Leverage social networks
Dispose of dead animals	Civic engagement
Employee assistance	Affordable housing
Doctors can stay in business	Public Safety (2)
Helping families	Make it economically viable for good doctors to be here
Build larger parking garages to promote more walking	

Team sports learning activities	Maintain parks, beaches & grounds	Sports Center - the best
Fitness programs	Recreational facilities such as parks, beaches, trails, bike trails, etc.	Sports Center
Recreation programs for all age groups	Hiking trails (Huckleberry Hill, etc.)	Preserve Sports Center
Offer sports groups to participate in	Good walking and bike trails	Enhance & promote Sports Center programs & equipment
Provides activities that exercise the mind & body	No bikes on recreation trails	Keep Sports Center open 7 days a week
Encourage athletic events - accessible for all to participate	Community walking events	Keep Sports Center clean & open longer hours
Promote physical fitness	Well-kept hiking & walking trails	Increase citizen Sports Center use
Recreation provides services that are no longer available through MPUSD	Enforce bicycle laws - vehicle codes	Community centers & Sports Center programs
Recreation brings in revenue to support its programs	Safety on recreation trails	Maintain Sports Center
Recreation offers programs for all & helps reduce crime	More walkways	Preserve & expand recreation programs
Privatize Sports Center	Well-maintained recreation trails	Charge more for access to Sports Center
Recreation trails (2)	Hiking, walking, cycling venues	Have senior athletic competitions for seniors that would attract locals & visitors
Designated bicycle lanes/paths		Strong recreation programs
		Provide cost neutral recreation programs in neighborhood centers

Continue family programs through recreation

Continue quality park and recreation programs

Keep community & senior center open

Continue support for the strong Parks & Recreation Department

Recreational programs

More parks & recreation programs/services

After school activities

ATION AND SOCIAL INTERACTION TH and TEENS IN THE COMMUNITY	PROVIDES ACCESS TO INFORMATION I and SUSTAINS LIFELONG LEARNIN			OFFERS COLLABORATIVE SUPPORT TO INSTITUTIONS IN PROVIDING QUALITY	
CITIZEN RESPONSE	STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE
Support senior citizen services & center	Library resources (3)	Enhance Library hours	Community events	City would offer a range of cultural & educational experiences	Support charter school in new Monterey
Expand youth programs in parks & recreation	Library resources for lifelong learning	Library services 7 days a week	More events	More "outdoor art"	Support all educational institutions to be regional best
Update or improve youth center building	Library resources to support all levels of formal education	Keep Library open 7 days a week (2)	Community events for all ages	Coordinated cultural & educational events with CSUMB & MPC	Children start school ready to learn & be successful
Enhance youth programs at Sports Center	Collects oral & video history from local residents	Fund the Library	Provides access to world's cultures	Downtown theater events	Provide after school reading programs
Continued support of after school activities	Access to literature & fun reading	Good Library open to the public	Open historic buildings & art museums	Use OSIO for more cultural events regularly	School programs
Continue with senior centers	Life-long learning (2)	Have Library open every day (2)	Provides community meeting places	Cultural events (2)	Support of local educational institutions - partner
Continue senior services	Dedicated library 7 days, 12 hours+	Save Library services	Enhance downtown attractions	Develop close relationship with CSUMB for cultural activities	Support education
Senior & youth activities	Early learning for children	Fund-raisers for the Library	Casino	More special events - bring back Christmas tree lighting & Easter Egg Hunt	Support innovation in schools
	Library provides information to help people solve problems	Good Library service open 7 days a week	Opportunities to take pride in City	Keep community events & activities that spell out "Monterey" through the year	Help MPUSD
	Reading time at Library	Library	Advertise Conference Center on web	Better use of Custom House Plaza	Promote charter schools
	Maintain library services	Support the Library		Encourage families to go out! Take part in programs & events	Support public education when possible
	Education city employees on city history	Provide for Library and facilities		Find adequate venue for music downtown	Maintain safety in schools
	Learning opportunities throughout cities	Expand hours & support for Library		More outside dining	Improve MPUSD - will help improve growth of City (families currently don't want kids to attend MPUSD)
	Adult education classes	Accessible Library 7 days		Keep downtown areas "local-friendly"	Improve education facilities
	Maintain & enhance on-line Library catalog				More support for schools
	Educational opportunities (MPC, Library, Schools)				Kids/youth are successful in school

rovide easy, free access to current information & resources
Tuition reimbursement
Universal access to web-based resources
Web site
Wireless internet access
sy access to information (web site) for health, education, community engagement
rovides public policy information to citizens
Promotes family literacy
Parent education
onference Center available for classes to general public
Create city-wide wireless system
Expand Internet
eep public information pipeline always flowing
Equal access - help with research as needed - learn to use tools
Access to information for making political decisions in democracy
Great interpretive signage

SCHOOLS and OTHER EDUCATIONAL EDUCATION OPPORTUNITIES FOR ALL

FOSTERS A SUSTAINABLE ENVIRONMENT THAT IS SAFE, WELL-MAINTAINED, INVITING and VISUALLY APPEALING TO RESIDENTS and VISITORS

CIDIZEN DECDONCE		
CITIZEN RESPONSE	_	
Education must be a priority & part of the City Charter to ensure adequate & appropriate opportunities & programs for all		
Partner with schools to provide education on the importance of recreation & health to families and their happiness		
Better schools		
Improve schools		
Improve school system (shameful)		
Promote charter schools		
Schools ride roughshod over parents of special needs students		
City would have excellent schools		
Have City-only schools		
Schools totally fail poor kids		
Partner with schools to provide more school-age programs. Interrelationship		
Coordinate with non-profit groups to help fund parks & schools		
Interaction between higher education institutions (i.e. MIIS, MPC)		

STAFF RESPONSE	CITIZEN RESPONSE
Green building structures	Allow water rights to be held even after buildings need to be demolished
Provides recycling education & services	Keep city clean (get volunteers to help)
Protect water quality	Remove buildings on Catellus East
Remove graffiti quickly	Better downtown garbage pick-up
Maintenance of sewer system	Create a sustainable green roof program
Keep sewage out of storm drains	Create more "green" community amenities
	Discourage lawns
	Beautify all major gateways into City
	Expand "Window on the Bay" - both directions
	Keep Window on the Bay pristine
	Wharf #1 & Wharf #2
	Supports the harbor
	Charge more for harbor services
	Coordinate with harbor businesses
	Bay fishing
	Maintain soundness of our key anchor asset infrastructure - wharfs, beaches, city buildings, Conference Center, parks, roads, etc.)

UNCATEGORIZED

STAFF RESPONSE	CITIZEN RESPONSE
Privatization	Stop pay & perks (except cookies) for City committees & commissions
City provides higher quality services for less dollars	Conference Center Sales - lower \$
People work collaboratively to solve problems	
Work collaboratively to provide services & programs	

Increase resources for more long-range planning A downtown plan

CITY OF MONTEREY Result: QUALITY of LIFE -SAFE COMMUNITY

If the City of MONTEREY ______, then it will have successfully achieved the result of working to improve the SAFETY of the community

OFFERS COMMUNITY PROTECTION, ENFORCES THE LAW and IS WELL PREPARED and EQUIPPED TO PROMPTLY RESPOND TO EMERGENCIES and CALLS FOR SERVICE

PROACTIVELY WORKS TO PREVENT CRIME and OTHER RISKS TO COMMUNITY
SAFETY THROUGH A VISIBLE, ACCESSIBLE and RESPONSIVE PRESENCE

BUILDS AN INFORMED, INVOLVED and EMPOWERED COMMUNITY THAT SHARES RESPONSIBILITY FOR ITS OWN SAFETY and WELL-BEING THROUGH VOLUNTEERISM, INTERACTION and PARTNERSHIPS

STAFF RESPONSE	CITIZEN RESPONSE
Ability to call for help 24/7	More enforcement downtown at night
Crime rates are kept at their current levels or reduced	Report gang related crimes
Fire & police services	Lower crime rate
Fire protection	Coordinate with gang task force
Public safety response times are minimal	Enforces existing ordinances and laws
Low property crime rate	Adequate fire protection
Rapid police & fire response	Suppress fires - remove fire fuel
Responds quickly & effectively to incidents of crime	Adequate fire response
More police	Strong Fire Department
Enforcement & suppression	Quick Police & Fire when called with appropriate resources
Quick public safety response to emergencies & high priority calls	Quick 911 and other emergency response
Fast response from public safety team	Police supervision of City
Emergency management training /EOC	Spend Fire Department \$ on resources - not increased salaries
Response times for police/fire	Maintain current Police & Fire staffing
Low fire loss	Maintain Police & Fire Protection
Lower vehicle collision experiences	Adequate Police & Fire protection
Low crime rate - crimes against people	Promote efforts to extend funding efforts (FEMA, HLS, Fire Department, Police Department) Making these transparent
Enforces laws quickly, justly & compassionately	Control pension costs. Current rate of growth is NOT sustainable over time
Staffing of police & fire	Support local police

STAFF RESPONSE	CITIZEN RESPONSE
Community policing	Fire prevention (2)
Visible police presence	Prepare for disasters/events - natural or man- made
Police & citizens maintain a positive relationship & communicate frequently	Limit number of alcohol beverage sales and number of bars
Responsive community policing	Discourage 24 hour business
Police maintain a professional & positive image	Public safety officials visible, accessible and quickly response to citizens needs
Citizens have confidence in Police & Fire	Continue bike patrol on recreational trails
Police are responsive & helpful	Visible police department
Able to access safety information of all types	Community policing
Police bike patrol	Make anonymous calls easier
Law enforcement is welcomed as a tool to maintain safety	Visible police as part of the community
Police on recreation trails	Police walking beat once a month in residential & commercial areas
Park rangers	Police & Fire Department involvement with community members
Community patrols	Management of programs to encourage safety
Confidence in public services and servants	Police presence (2)
CPR/First aid	Provide Police substation in New Monterey near lighthouse
Responsible alcohol service training	
Anti-violence education	

Emergency preparedness planning

Brush reduction

STAFF RESPONSE	CITIZEN RESPONSE
Empowers/partners with citizens in community welfare & existence	Fire department partnering with Pacific Grove
Neighbors who care	Partner with all p[peninsula cities for police & fire departments
Keep citizens informed - educates	Multiple agency consolidation
Community education on safety practices	City provides activities & programs that build a sense of community
People who care	Fire & police spend more time in schools providing education
Partnerships	Increase involvement of neighborhoods through Neighborhood Watch; Parks; Community Centers
Outreach	Combine fire & police services with others on the peninsula
Neighborhood watch (2)	Contract for ambulance service
Regional collaboration for public safety services	Grow the citizen volunteers for Police Department
Neighbors know neighbors	Promote CERT participation
Citizen participation	Support volunteer involvements such as CERT & VIP
Encourage community events that create interaction between business owners, residents, property owners, etc.	Really support CERT program - recruitment, training, equipment, promotion
Increases community involvement	Support programs that aid safety i.e. CERT & VIP
Promote citizen responsibility for neighborhood & individual safety & well-being	Support & grow CERT in every neighborhood
Interagency/intercommunity communication	CERT support Fire Department
Public/private partnerships that incentivize risk reduction projects/measures	Volunteer police protection
Partner with or provide administration/program management for other city's Recreation programs	Encourage property owner involvement with Police & Fire Department
Education	
Provide public safety education	

Public services available & accessible	Adequate salaries with pension. Reform pension - can't afford 3% at 50
Responsive police department	Do not cut public safety
Responsive fire department	
Police/Fire staffing	Strong, well-trained police departments
EOC training	Has adequate staff to respond to public safety issues
Responsive public safety officers	Proper staffing levels for police & fire
Rapid response to all emergencies	Fire safety
More traffic cops	Low crime rate (2)
Hires the best officers & supports them financially	More police on the streets
Strong, well-trained fire departments	Good communications equipment (radios/phones/software, etc.)
Low crime rate - recreation programs keep kids out of trouble	Police patrols
Harbor patrol	High training of workforce
Adopts only realistic & enforceable laws	Achieve a low crime rate
Fire & police services	911/Medics services

Prevention
Plans for the future
Fire prevention (2)
Fire/crime prevention - risk reduction
Promotes prevention & education
Maintain greenbelts for fire fuel reduction
Prevent forest fires
Tools to help people improve their lives and overcome dangerous, unhealthy habits
Fire inspections
Alcohol control
Eliminate gang activity
Anti-drug campaign
Active fire prevention program
Prevent environmental loss
Practice emergency operations
Enhanced community risk mitigation measures
Prevent property loss

Enhanced community risk reduction education

CREATES AN ENVIRONMENT THAT FOSTERS A FEELING OF PERSONAL SAFETY, PHYSICAL SECURITY and INDIVIDUAL WELL-BEING

OFFERS A VARIETY OF SAFE, HEALTHY ACTIVITIES THAT KEEPS COMMUNITY YOUTH ENGAGED and OCCUPIED

PROVIDES FOR SAFE, WELL-MAINTAINED, STRUCTURALLY SOUND and VISUALLY ATTRACTIVE NEIGHBORHOODS, COMMERCIAL AREAS, PUBLIC SPACES and CITY INFRASTRUCTURE

STAFF RESPONSE	CITIZEN RESPONSE
Effectively reduces fear through tangible results	Sport Center - for all families to use and feel safe
Ability to feel safe walking around at night	Manage homeless problem
Perception of safety	Provide overnight homeless shelter to reduce usage of the bike path for regular shelter
Low-cost transportation at night	Provide parks and recreation programs to promote safety for all - engage community members
Well-lit public spaces	Senior Center a safe place for our elderly
Street lighting (3)	
Maintain recreation trail lights	
Well-lit streets, sidewalks, trails, etc.	
Good lighting in pedestrian areas	
Lighting on recreation trails	
More lights on recreation trails	
Well-lit streets	
Lifeguards (2)	
Increase recreation trail & downtown patrols	
Self-defense classes & education	
You feel safe	
Swimming lessons	
People feel safe everywhere in the city at any time day/night	
Citizens stroll toward destinations relaxed &	

unstressed

STAFF RESPONSE	CITIZEN RESPONSE
Provide school break & summer camps to keep kids active & off the streets	Expand youth programs with Police
Clean & safe recreational opportunities	Continue after school childcare programs at Recreation Centers
Healthy alternatives for kids & teens	Provide parks & recreation for youth & others
Provide teen recreation & sports programs	Make activities for families - camping for example
Kids/teens successful in school	Keep kids active & occupied
Parent education	After school programs at Library for teens
Kids/teens involved in activities	Support recreation opportunities for youth
Provide after-school & school break programs & summers - provide education & quality	Strong schools
Teach children values & respect in recreation programs - less likely to be problem with Police Department	
Activities for youth (that engage them)	
Resource officers in schools	
Provides youth services	
School resource officers	
Provide enrichment programs for kids, adults and seniors	
Parent responsibility for kids	
Parenting programs	
Community programs/education for kids/families	
Provides after-school activities for teenagers	
Youth activities	

STAFF RESPONSE	CITIZEN RESPONSE
Code compliance	Always fund traffic enforcement
Graffiti abatement	Enforce speed limits in neighborhoods
Neighborhood enhancements	Better infrastructure - lights, streets, sidewalks
Incorporate "crime prevention through environmental design" (CPTED) in all development projects	Repair sewers
Arborist	Lighting on recreation trail - good now
Building fire & safety codes known and enforced	Keep street lights lit & over grown bushes trimmed
Closes down problem businesses	Maintain Cannery Row & other historic areas - keep clean and open
Maintain harbor	Keep city clean
Clean, maintained harbor and marina program	Provide free home inspections for low income families
Keep facilities in good repair	
Well-maintained green belts and forests	
Evaluate City & private trees for safety	
Sidewalk maintenance (low trip factor)	
Clean parks	
Zero potholes	
Maintain cross walk striping	
Pothole filling	
Sidewalk crack repair	
Electronic speed signs	

Able to walk the streets at night
Welcoming community spaces
Maintain street lights
Lights "on" recreation trail & streets at night
Reduce homeless population
Provide safe areas around ocean

Adults who care about kids/youth

Provides activities & support for youth & families

Recreation programs provide a safe outlet for people's energy - all ages benefit

ı	Traffic control
	Traffic enforcement
	Adjust speed limits through pedestrian-oriented commercial areas
	Maintains streets, sidewalks, buildings, etc.
	Have roads that are safe
	Safe streets, sewers & infrastructure equals safe community
	Street signs
	Road striping
	Maintain infrastructure
	Keep streets in good repair
	Keep sewer system in good repair
	Well-maintained buildings, streets and public thoroughfares
	Storm drains
	Public works
	Sewer infrastructure
	Public works/ maintenance of infrastructure
	Streets are safe for vehicle & pedestrian travel
,	When sewers are storm drains are maintained to reduce health & safety hazards
	Handicap access

UNCATEGORIZED

STAFF RESPONSE

Is fiscally conservative

Interoperability

Personal service

CITY OF MONTEREY

Result: HISTORIC, CULTURAL and ENVIRONMENTAL ASSETS

If the City of MONTEREY ___

, then it will have successfully achieved the result of preserving, promoting and maintaining its HISTORIC, CULTURAL and ENVIRONMENTAL ASSETS

EMBRACES and DILIGENTLY CARES FOR ITS RICH HISTORICAL TRADITIONS, RESOURCES and FACILITIES, MAKING THEM OPEN and ACCESSIBLE TO ALL

ADVANCES CULTURAL ENRICHMENT, SUPPORTS THE ARTS, PROVIDES ACCESS

TO ITS UNIQUE CULTURAL RESOURCES and ENCOURAGES EVENTS THAT

STIMULATE THE COMMUNITY

MANAGES and MITIGATES FACTORS THAT IMPACT THE QUALITY OF ITS NATURAL ECO-SYSTEM and PROMOTES COMMUNITY STEWARDSHIP OF THOSE RESOURCES

STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE	CITIZEN RESPONSE
Continue to maintain historical buildings	Increase awareness of historical & cultural assets	Historic, cultural, environmental events for local & tourist kids	Create events to celebrate Monterey's unique culture and historic	Sewer drainage monitor	Adequate sewage lines so as to not contaminate Bay
Promotes our history as tourism allure	Promote historic tourism	Preserving history & culture benefits the city	Provide music in Custom House Plaza 1st for locals, 2nd for tourists	Prevent storm water pollution	Clean streets
Historic document preservation	Promote & publicize historic preservation	Promote more events at Golden State Theater	Open first theater	Promote stormwater	Public education to eliminate toxic run-off and dumping
Market historic resources - keep at it	More historic events	Promote music, visual, performing, literary arts	Regular programs at State Theater	Keep sewage in the pipe	Clean run-off
Historic, cultural, environmental events for local & tourist kids	Continue to provide economic assistance for historic preservation	Keep great acts coming downtown (music, theater, etc.)	Bring more cultural events to city	Stormwater education & enforcement	Encourage "green" activities
Historic maritime displays	Monitor history & art closely	Promote arts events in the City	Coordinate with hotels to promote cultural events	Maintain forests	Continue forestry programs in city, Presidio and NPS
Kids historical programs	Maintain historic structures	Maintain public art	Support organizations that bring culture to Monterey area (symphony, artists, etc.)	Ensure protection of natural ecological systems	Encourages more walking, riding, etc. and less car (auto) transportation
Keep historic survey current & updated	Coordinate more with State to preserve buildings	Hosts cultural events & festivals	Monitor history & art closely	Enforce erosion control measures	Promote wide-spread recycling
Seismic retrofit historic buildings	Re-open the State adobes & buildings	More Spanish language interpretation	Increase funding (through grant-writing) funds for cultural arts	Continue strong recycling efforts & Programs	Work on education of environmental issues with groups such as Monterey Bay Aquarium
Acquire/maintain software system to catalog & track assets	Ensure funding to preserve historic structures	Host cultural & art festivals	Use recreation programs to education our youth about Monterey's history & culture	Lower response times for environmental incidents	Fund more environmental awareness
Allow the public use of City-owned historic buildings	Use recreation programs to education our youth about Monterey's history & culture	Encourage more cultural (music, theater) events & Programs	Continue to fund Library	Protect forests, greenbelts & parks	"Green" ordinances
Develop/maintain urban design and historic preservation	Encourage Mills Act applications, Façade Grants, etc.	Offers historical & cultural events	Library & historical resources	Maintain forestry, parks, bay & beaches	Support LEED and USGBC green practices
Encourage historic buildings being open	City needs to do what it can to keep open and reopen historic buildings	Encourages & promotes "arts" in City - i.e. performances at Conference Center	Support library as historical resource	Preserve our forests & greenbelts	Investigate alternate energy sources for all government buildings
Maintain historic buildings	Make adobes dynamic to attract locals first and tourists second	Introduces City history & culture to kids	Increase hours of library and museum	Environmental accords require maintenance of tree canopy	Better environmental regulations
History walk (path)	Use MHAA Building to promote local fishing history	Preserves & provides public art	Build non-profit groups to aid parks, library, beach	Meet air quality improvement measures to achieve regional goals	City needs to champion green and sustainable approaches to living
Preserves/promotes Colton Hall	Update historic locations signage with way finding signs	Preserve historic & waterfront activities	Library open 7 days a week (3)	Ensure tree ecosystem protection	Enforce a climate action plan
Active California history room	Keep adobes open	Keep museums & library open	Provide resources for library archivist	Environmental assets - improve quality of life - City is known for its beauty & nature	Promote sustainable use of the Bay
Our buildings are open	Aggressive marketing of Mills Act	Need to re-energize the Maritime Museum	Preserve & expand California collection in Library	Everyone sees themselves as an environmental steward	Play active role in group dealing with solving Monterey Bay issues
Open to the public	Make sure all historic buildings have up-to-date historic structure reports	Museum availability	Keep Library open	Support environmental education opportunities	Fishing

Building preservation	Create events to celebrate Monterey's unique culture and historic		
Ensure preservation efforts	Push to promote historic presentation		
Holds events at Colton hall	Plan to operate or buy state-owned historic resources		
Preserving history & culture benefits the city	Preserve historic buildings		
Preserves & promotes California history room & archives	Do not cut budget for historic resources		
Preserves & interprets Palifil Biological lab	Keep open for all to enjoy		
Preserve historic & waterfront activities	Apply for more historic preservation grants		
Maintain cemetery	Promotes the historical buildings, historical walk and works to preserve artifacts		
Pursues the acquisition of Steinbeck/Ricketts papers & rare books	Use tourism promotion funds to open adobes		
Preserve historic buildings	Teach children at Parks & Recreation services the history of Monterey		
Landmark preservation	Open history room		
Create mass transportation to allow easy access to our historic assets	Grants for facility maintenance		
Participates in History Fest	Parks & recreation support		
Offers historical & cultural events	More city ownership - less State influence		
Create tours with themes			
Embraces regional history			
Display what we have			
Protect city assets for the future			
Celebrates historical events			
Maintain historic buildings			
Share City's history with all			
Introduces City history & culture to kids			
Ties our yesterday to our today			

Library access	Preserve our Library & all its resources & programs
Preserve our Library funding	Create fishing museum
	Let the fishermen take over the Maritime Museum
	Give the Western Flyer a berth in the harbor
	Coordinate with NOAA & MBARI for underwate park

Develop a LEED certified Conference Center
Ensure implementation of energy conservation measures in all City buildings & operations
Fire & Public works coordinated haz-mat response
Protect our beaches
Bay preservation
Street sweeping reduces pollutants in the Bay
Keep ocean clean(2)
Enforce water quality measures
Save the Bay
Protects coastal area & bay

LEVERAGES and MARKETS ITS AMENITIES, LOCATION, HERITAGE and ATTRACTIONS TO INCREASE TOURISM

PROMOTES CIVIC PRIDE and COMMUNITY STEWARDSHIP THROUGH PARTNERSHIPS, EDUCATION, PARTICIPATION and VOLUNTEERISM

SUSTAINS A WELCOMING COMMUNITY THAT IS WELL-KEPT, WELL-PLANNED and WELL-PROTECTED

STAFF RESPONSE	CITIZEN RESPONSE
Promotes historic tourism	Push marketing of most historical city in California
Leverage historic assets for tourism	Produce video that addresses historic, cultural and environmental assets - run on web site, hotel TV's, etc.
Develop a one-stomp tourist center for historic properties	Promote water front activities to attract locals first and tourists second
Marketing	Market/promote the city more effectively
Use web to promote	Create activities for local teenagers that would also attract tourists
Use web to promote history & culture	
Use latest technology to promote	

Advertise & capitalize on historic assets

Leverage community assets

Promotes tourism

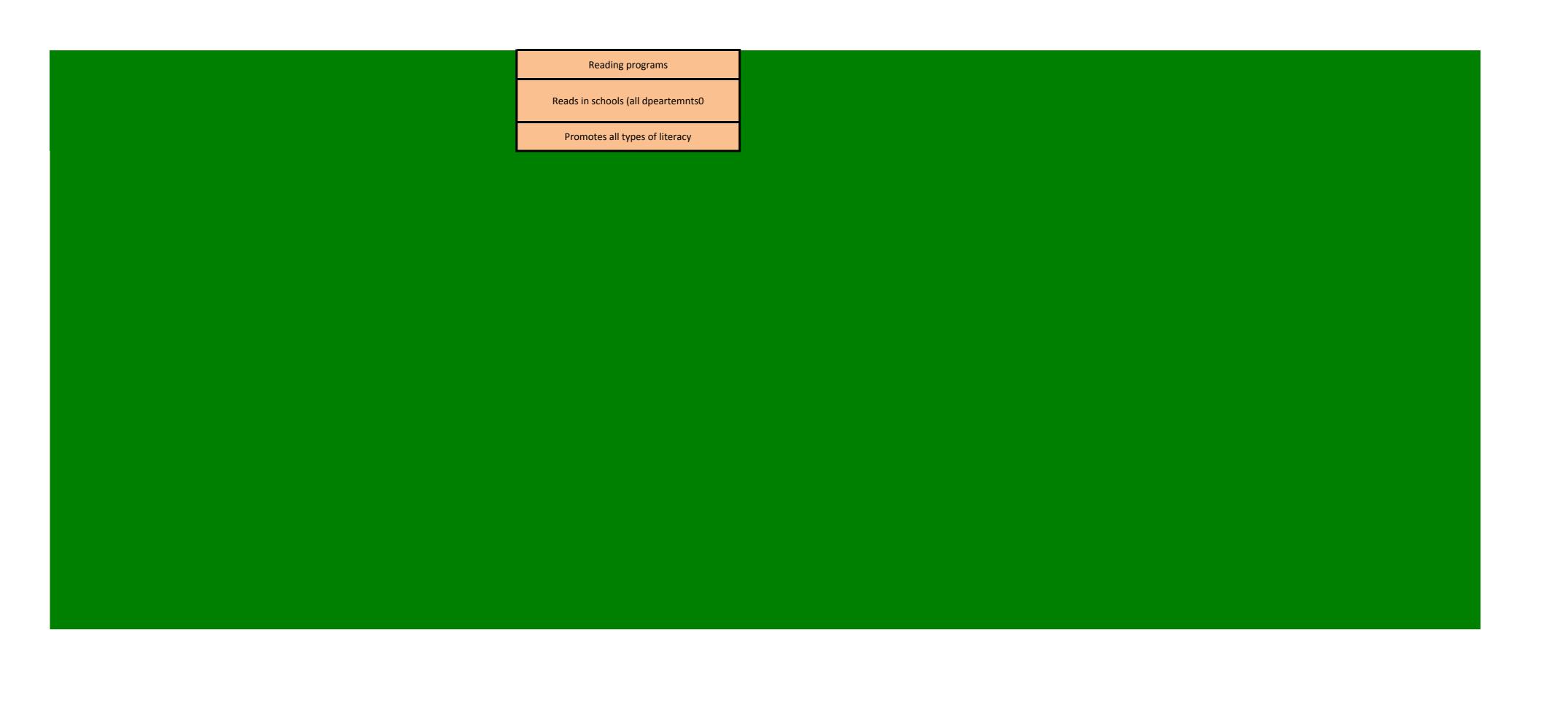
Marketing these assets can help economy through tourism

Spends \$ on promoting it

STAFF RESPONSE	CITIZEN RESPONSE
Increase volunteer & community engagement to preserve, promote & maintain historic assets	Train volunteer docents
Create incentives for private individuals & organizations to renovate historic buildings	Develop/provide "benefits" programs for volunteers
Promote educational efforts	Educate community on what they are
Communicate these assets to everyone	Use high school students as docents for school credit
People understand value of our assets	Support collaboration of groups dedication to history, culture & environment. City can't do it alone (economic benefit too)
Teach the public to appreciate & take care of these assets	Partnering with nonprofits to fund projects
Partner with State parks	Create community fund-raising program cultural assets
Increase environmental stewardship through volunteerism	Increase awareness of historical & cultural assets
Partner with other environmental agencies to promote, preserve & maintain environmental assets (let them do some of the work)	Continue work with State parks and private clubs to maintain historic buildings
Involve kids - the next generation	Work with State parks, etc. in preservation of historical buildings
Public/private partnerships to maintain assets	Sell the programs to the citizens of Monterey to support the programs themselves
Work with community partners	Volunteer maintenance crews for special work days
Partnerships with the arts	Create volunteer program to clean maintain "adopt" a cultural asset
Support State parks - ensure their buildings are open	Develop larger volunteer pool for museums
Partners with MBA & NOAA	Educate youth in recreation programs
Train stewards	Education youth through Parks & Recreation services
Privatization	
Improves & promotes education	

Education (2)

STAFF RESPONSE	CITIZEN RESPONSE
Develop planning documents that become policy	Provide city tax breaks to businesses willing to contribute or maintain assets (ex. Yard maintenance business receives a tax break for providing yard maintenance to community "assets"
Plan for the future	Provide safe activity centers of teenagers
Seek land use plans that reduce vehicle miles traveled	Maintain our shoreline areas; beach; parks; recreation; bike trails; wharfs & Cannery Row
Planning	Limited development
Continue implementation of Historic Plan	Ensure that electricity does not go off for days at a time EVERY year
Code enforcement	Sewer rehabilitation
Fire prevention (2)	Make historic, cultural and environmental assets a priority in all/all development planning and implementation
Welcoming, well-kept community space	Ensure that public areas/parks are in any development plans and maintained so Monterey is one of the best places to be
Fire codes	Fix power grid
Building codes	Do not allow unsightly storage on the waterfront
Fire protection	
Fully funded and staffed building office	
Provide built-in fire protection systems	
Park maintenance	
Keep beaches clean (2)	



UNCATEGORIZED

STAFF RESPONSE	CITIZEN RESPONSE
Promote senior programs	Create reliable funding streams
Not a top priority for government	You should not lump historical & cultural with environmental
Maintain internal expertise and skill sets	Keep family-oriented community - family sustainability
	Provide multiple activities for teenagers

If the City of MONTEREY __

__, then it will have successfully achieved the result of ensuring a level of ECONOMIC VITALITY sufficient to support the City's quality of live & municipal services

RECRUITS, RETAINS and SUPPORTS A DIVERSE MIX OF BUSINESSES
THROUGH APPROPRIATE INCENTIVES, EFFICIENT PROCESSES and
COMMUNITY PARTNERSHIPS

SUPPORTS and INVESTS IN MAINTAINING A VIBRANT, REVITALIZED, SAFE, ACCESSIBLE and INVITING DOWNTOWN AREA, BUSINESS CENTERS and TOURIST ATTRACTIONS

ENHANCES and PROMOTES ITS IDENTITY AS A HISTORIC, CULTURAL and RECREATIONAL "DESTINATION PLACE" FOR TOURISTS, VACATIONERS and REGIONAL VISITORS

STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE	CITIZEN RESPONSE
Lures big retailers to OMSC	Review types of retailers recruited	Improve downtown area	Reduce regulations for business establishments downtown	Improve as tourism destination	Do more tourism marketing
Business friendly	Encourage small business	Fill vacant storefronts & empty lots on Alvarado	Open Library 7 days to keep people downtown & connected	Veteran's Park draws visitors	Affordable visitor packages during event weekends - keep visitors here
Make building permits process faster & easier	Staff member actively recruiting new (local) businesses for business district	Attract downtown businesses	Create more events at Fairgrounds & Conference Center	Visitor friendly	Promote City as a destination
Support new business growth	Bring in supermarket & hardware store	Encourage diverse downtown businesses	Improve Conference Center's desirability	Heritage tourism	Free parking for tourists
Streamline business processes for public	City encourages & attracts "clean" industries and employees	More vibrant downtown mix of shops & restaurants	Remodel Conference Center	More marketing as destination	Provide maps for tourists
Streamline city processes	Become a center for "green tech"	Clean up downtown areas	Create vibrant downtown	Tourism	Improve tourist interest
Supports mix of business	Programs to enhance small business vitality	Rehab worn down sections of town	Increase uses of historical buildings (Custom House include restaurant)	Encourage tourism	Family-oriented environment for vacation & tourism
Provide incentives for businesses	Business-friendly regulations simplified	Make downtown more attractive	Downtown revitalization (2)	Provide directional signs for visitors	Encourage tourism
Engage economic development coordinator role	Fewer restrictions on establishing new businesses	Thoughtful downtown/retail development	Finish downtown rebuild & fill	Market city's treasures to draw tourism	Historic preservation to promote tourism
Simplifies the zoning ordinance (permitted or prohibited by zoning)	Provide adequate regulatory framework for downtown land use	Work to fill vacant storefronts	Facelift for Conference Center	Perform analysis of Transient Occupancy Tax	Promotion for tourism the resulting revenue from the tourists would fund City's needs
Support business	Incentivize businesses to join the community	Streamline regulations that promote growth	Create use of Conference Center	Bring in more Transient Occupancy Tax (5)	Events to promote local participation to encourage more tourism
Promote fewer steps/committees/review processes that inhibit business growth	Discourage "Big Box" stores	Conference Center	Upgrade Conference Center	Open accessible historic landmarks	Music venues to draw visitors
Promotes small business	Draw in employers (large) with tax breaks, etc.	Bring in more conferences	Increase use of Custom House Plaza	Build on interest in the environment to attract & retain tourists	Invest in advertizing the city as a "destination"
Streamline permit processes	We need a grocery store	Expand downtown	Renovate Conference Center - sustainable theme	Promote City as destination	Allow hotels to keep some Transient Occupancy Tax
Support business development & growth	Build big box stores	Fill vacant store fronts	Improve downtown	Encourage activation of multiple attractions to enhance City as a destination	Increase hotel tax
Commercial development	Encourage small company growth with tax breaks	Maintain Alvarado & ? Districts	Make downtown more inviting	Encourage future development that adds to the quality destination the City should be known for	Phone at visitors center
Bring in more businesses	Plan to encourage neighborhood businesses	Public safety	Continue to expand Windows on the Bay	Effective tourism marketing	Reasonable tourist promotion with private paying its share
Nordstrom's	Encourage small business development	Provides a safe environment	Improve cleanliness of City	Marketing to tourists	City provides activities & events & cultural amenities that attract visitors
Crate & Barrel	Loosen development "red tape"	Encourages a sense of safeness	Plan to manage City-owned commercial property fairly	Promote tourism (2)	Tax tourists
Development	Ensure red tape is minimal & responsive to business	Maintain a safe community	Continue to expand Windows on the Bay	Encourage tourism	Encourage historic tourism
Attract large businesses	Improve opportunities for small local business development	Fire prevention	New streetscapes	Encourages coordination between different sectors (hotels; event venues, etc.)	Keep business & tourism a special Monterey experience

Solicit businesses to Ryan Ranch	Better restaurants mean bigger draw		
Adopt plans for commercial areas that seek to stimulate economic development	Great restaurants		
Prohibits objectionable businesses (adult)	Encourage multiple agency consolidation		
Fill Mervyn's spot	Provides a level of service & interest for public involvement		
Provide city staff	Tax incentives for minority & first businesses		
Great stores & merchants	Tax breaks for new businesses		
Seeks partnerships	Building cost breaks for new businesses		
Reduces costs to businesses	Encourage landowners to invest in their properties		
Marketing with business community	Encourage military presence		
Training for small business owners	Encourage CSUMB presence		
Partner with business organizations to enhance services			
Reduce business license fee	Encourage efficiencies		
Reduce costs for businesses	Fast, responsive municipal services		
Shared resources	Attract & retain talent		
Community partnerships	Varity of stores, entertainment, restaurants		
Information services for small business	Information for small business start up		
Determine the type of businesses needed to ensure that community can shop locally	Information for small business owners		
Expand relationship with military	Regionalizes services		

Code enforcement	Light rail
Provides clean city facilities	Deal with traffic safety issues on Lighthouse Ave. (not conducive to "stop & shop")
Eradicates graffiti	
Requires commercial property maintenance	Keep city clean (2)
No abandoned buildings	Clean & safe beaches
Clean streets	Maintain attractive, comfortable facilities
Clean beach (with great bathrooms)	Fire response times
Maintains an excellent natural environment	Ample parking
Clean, friendly, usable parks, beaches, greenbelts, playgrounds, wharfs & all associated facilities such	Work with the airport to increase flights into City
Street sweeping enhances community appearance	Light rail
Safe, clean business areas	Traffic flow, circulation
Clean streets, beaches & wharf	Traffic signals enhance access to community
Keep city beautiful	Seek funding for expansion/widening of incoming highways
Expand airport	Ensure accessible available parking

Encourage tourism	Promote tourism
Create a welcoming environment	Encourage more moderate pricing for special event visitors accommodations
Brings more arts & culture top attract visitors to downtown	Spend tourism money on opening historic sites
	Open Library - information, maps & computers

ACTIVELY MARKETS ITS LOCATION, AMENITIES, ACTIVITIES and LIVABILITY TO RESIDENTS, VISITORS and BUSINESS COMMUNITY

PROVIDES AFFORDABLE AMENITIES, COMMUNITY EVENTS, HOUSING **OPTIONS and EMPLOYMENT OPPORTUNITIES THAT SUSTAIN ITS RESIDENTS**

CONTINUALLY REINVESTS and APPROPRIATELY MAINTAINS ITS INFRASTRUCTURE ASSETS TO SAFELY SERVE THE COMMUNITY and ITS **VISITORS**

STAFF RESPONSE	CITIZEN RESPONSE	
Cross promotion of events to biggest best market	Encourage residents to "buy Monterey"	
Participate in regional marketing efforts	Keep locals shopping locally	
Keep a prominent presence on the web	Promotes the businesses in the community	
Advertise city activities	Free parking for residents (so we will shop here)	
Advertises	Encourage "local specials"	
Help market local business	Increase promotional advertising of events & City offerings	
Good marketing	Promote advertisement for festivals	
Promote city	Advertise historic sights & events to close-by California cities	
Market Monterey	Promote advertising & lease partnership with local businesses	
Actively promotes city as a destination	Better media coverage - more advertising	
Market our recreational activities & parks & natural environment	Encourage "buy Monterey"	
Use vacant store fronts to showcase Monterey history in windows	Spend budgeted funds with local contractors	
Hospitality promotion	Get water	
Eco-adventure promotion	Expand piers	
Cultural diversity & cultural promotion	Look at existing leases on wharf	
Educate hospitality folks on city amenities		
Take advantage of waterfront opportunities		
Enhance proximity to bay & waterfront		

Support State parks in maximizing use & attractiveness of properties

Incorporates historic assets into business plans

Maintain historic resources

STAFF RESPONSE	CITIZEN RESPONSE	
Actively seeks more events	Have historical festivals	
Cultural events	Continue to increase large scale events in City (e.g. jazz, food, Dixie, etc. festivals & events)	
Special events	Charging a fee for our cultural arts events - ex. Evening music concerts	
Historic & cultural attractions & events	Continue the festivals at Custom House Plaza (Greek, Italian, etc.)	
Create more event venues	Multi-cultural events	
More teen activities - i.e. outdoor miniature golf	Where appropriate charge a fee for recreational activities	
Young people with children & recreation programs	No new tax for residents	
Supports community workforce development	More affordable housing within the city for people who work here	
Provide adequate affordable housing for employees	Family services	
Provide job training to youth	More mix use with market housing	
Increase jobs to attract families	Invite more ships/boats regattas to City	
Information & technology services for job hunters		
Community access to job information & job search information		
Improve health & wellness of employees		
Improve health & wellness of community		
Encourages home ownership through superior City services		
Education		
Support all education facilities to be the best in the region		

STAFF RESPONSE	CITIZEN RESPONSE
Infrastructure investment	Maintains sewer, water and structures
Encourage infrastructure re-investment	City rethinks & upgrades Alvarado Street corridor
Functional infrastructure below ground - sewer,	Fix Alvarado Street
Functional infrastructure above ground - streets, signage, lights	Eliminate one-way roads
Provides reliable and safe roads, storm drains & sewers	More technology in city infrastructure
Maintain infrastructure (roads, etc.)	
Fix highway 156	
Technology infrastructure	

Support local business - buy "local"
Buy Monterey

Uncategorized

STAFF RESPONSE	CITIZEN RESPONSE
Contracts	Cut management salaries by 30% or more
Increase sales tax (3)	Stop subsidizing city graveyard
Higher sales tax	Fully funded pension liability
Increase fees for services	Reduce number of management employees
Increase revenue	National economy drives vitality
State funding	
Reduce, reuse, recycle	



CITY OF MONTEREY

Result: MULTIPLE MODES of TRANSPORTATION

If the City of MONTEREY ______, then it will have successfully achieved the result of providing MULTIPLE MODES of TRANSPORTATION

DESIGNS, BUILDS and MANAGES A TRAFFIC NETWORK THAT EASES CONGESTION,
IMPROVES TRAFFIC FLOW and ENHANCES MOBILITY

PROVIDES ACCESSIBLE, SAFE and WELL-PLANNED MOBILITY ALTERNATIVES FOR CYCLISTS and PEDESTRIANS THAT CONNECT THE COMMUNITY

ENCOURAGES and INCENTIVIZES TECHNOLOGIES and STRATEGIES THAT REDUCE VEHICLE

USE, ESPECIALLY BY ONLY ONE INDIVIDUAL

STAFF RESPONSE	CITIZEN RESPONSE	STAFF RESPONSE	CITIZEN RESPONSE
Review traffic control plans	Revisit traffic signals & vehicle flow	Keeps walkways & bike riding paths safe clean and well-lit	Safe pedestrian lanes
Focus on traffic engineering	Traffic flow	Pedestrian/bicycle friendly	Pedestrian paths that are easy to follow
Traffic plan	Get Lighthouse traffic moving	Encourages walkpath beyond the recreation trails	Expand bike lanes (safety issue)
Conducts transportation planning	Consider creative solutions to "rush hour" in/out traffic	Maintain bike lanes	Safety improvements for bicyclists
Recognizes the need for transportation planning instead of traffic engineering	Traffic routes & controls keep traffic moving swiftly & efficiently	Walkable	Incentives for bicycling & carpooling
Has traffic flowing steadily	Eliminate one-ways	Provides adequate bike lanes	Continue bike trails
Doesn't have traffic backed up at stoplights	Add lanes on Del Monte Blvd.	Provides alternative modes (public transit, bike lanes, etc.) of transportation	Maintain walking paths & bike/pedestrian trails
Improves traffic flow(2)	Easily understood road signage	Walkable community	Multi-modal paths with lighting (solar)
Well-positioned, well-lit signage & direction wayfinding program	Design new streetscapes (Lighthouse)	Better bike lanes	Bike lanes (2)
Improves & re-engineers problem areas	Open Presidio (2)	Maintain the recreation trail	Well-marked bike trails & paths
Studies and improves traffic flows	Address traffic flow issues to determine effective modes of transportation	Promote healthy lifestyles -walking & biking	Promotes bike use
No traffic congestion		Has walkable neighborhoods	Enhance bike lanes on all city streets
Slow speeds		Keep sidewalks in good repair	Bike path expansion
Adequately diversifies its funding support (roads; bike paths; transit, etc.)		Has a pedestrian path	Safe bike racks
Analyzes collision data		Provide adequate pathways & walking trails	Build bike lanes
Tracks traffic & pedestrian safety		Connects major destinations by bike paths & pedestrian pathways/routes	Create bike lanes
Enforces traffic laws (2)		Improves intersections for pedestrians & bicycles	Bike & pedestrian access
Few collisions		Implements bicycle transportation plan	More/better pedestrian connections to waterfront
Citizens have easy access to shopping districts (to improve sales taxes)		Provides bike lanes	Create "walkable" city
Traffic enforcement		Has a bike path	Safe walkways
Educates the public on traffic safety		Walking trails (2)	Encourages & promotes walking
Modern traffic engineering		Multiple modes i.e. pedestrian, bikes, mass transit	City is friendly to & encourages walking & biking

STAFF RESPONSE	CITIZEN RESPONSE
Promotes healthy habits of moving and travelling for kids, families & visitors	Encourages not using cars
Multiple modes of traffic reduce impact on environment	Incentives for bicycling & carpooling
Car-pools	More ride-sharing
Car-sharing	Incentives for bicycling & carpooling
New modes of transportation	Encourage businesses to provide transportation to employees
Gives employees car pool incentives	Actively plan to reduce need for single person automobile trips
Provides services in neighborhoods to reduce car trips	
Provides E-gov services to reduce car trips	
Environmentally friendly (green)	
More or improve school busing	
Requires businesses to provide alternative transportation support services (i.e. bike lockers, bike racks, showers, etc.)	
Ride share programs	

Deploys a green fleet

Provide access for boats & kayaks

_		
Expand recreation trail	Safe walking	
Has safe bike routes to all areas	Safe direct pedestrian pathways	
Safe bike paths	Safe pedestrian paths	
Sidewalks	Incentives for walking & bike riding - leave your car at home	
Recreation trail	Maintain recreation trails	
Hiking trails	Plan for more biking & walking routes in town	
Bike lanes (6)	Maintain recreation trail for pedestrian & bike access	
Adopts a bicycle transportation plan	Pedestrian walkways	
	Increased number of bike paths with lighting - connect paths from Marina to Monterey. Visitors find it somewhat difficult to follow the trail	
	More separated bike lanes (2)	
	Develop road patterns for Vespa's & bikes	
	Continue to maintain & light walking trails	

Provide traffic signs
Provides effective signs

PROVIDES and PROMOTES A VARIETY OF ACCESSIBLE and CONVENIENT REGIONAL PUBLIC TRANSIT OPTIONS THAT ENHANCE THE LIVABILITY OF THE COMMUNITY, and ENCOURAGE TOURISM

ADOPTS A REGIONAL APPROACH TO TRANSPORTATION and MOBILITY OPTIONS

PROVIDES A SYSTEM OF SAFE, RELIABLE and WELL-MAINTAINED ROADWAYS, SIDEWALKS,
TRAFFIC SIGNALS and STREETLIGHTS

STAFF RESPONSE	CITIZEN RESPONSE		
Provides alternative modes (public transit, bike lanes, etc.) of transportation	Expand airport		
Multiple modes i.e. pedestrian, bikes, mass transit	Encourage public transit		
Encourages affordable air access to Monterey	More public bus transport - but smaller, min- busses		
Improved public transportation	Expand city subsidy of taxi service for seniors		
Explores light rail/bus rapid transit	Need more taxis		
Add public transportation	Light rail (2)		
Transit plaza	Shuttle bus services within residential neighborhoods to downtown		
Supports mass transit options	Integrated Moors transportation plan		
Has conveniently scheduled flights that are reasonably priced	Facilitate taxi service		
Public transportation available without long waits	Provides timely, affordable bus service throughout city		
Light rail	No light rail (3)		
Senior taxi scrip program	Build a light rail system		
Runs summer trolley year-round in multiple destinations	Focus on modes that are actually used		
Free public transportation	Free buses		
Zip cars (electric car rental to other city offices)	Continue tourist trolley		
Non-motorized taxis or boat taxis	Continue free trolley for tourists		
People can fly out of Monterey	Trolley city-wide for employees & tourists		
Provides convenient, safe regular transit	Move transit plaza		
Free local transportation anytime/anywhere	Relocate transit station & rebuild an improved, all- inclusive new station		
Ensures that safe & convenient access to all transit modes are provided	Multiple modes of transportation should be put on the back burner until economy is much better		
Inner-city free transit i.e. year-round trolley with expanded route	Increases bus routes		
Ensures that transit routes access major destinations	Increased flights in & out of Monterey		

STAFF RESPONSE	CITIZEN RESPONSE
Participates in regional transit/transportation agencies	Train from San Francisco & Los Angeles would bring more tourists
Supports regional transportation agency	Increase commute options
Works with other regional transportation agencies	
Supports regional public transit provider	
Ability to move quickly & easily throughout peninsula/cities/region	
Governs coastal trail use	
Provide a rail or dedicated bus system (regional)	
Pursues DOT grant funding	
Train(2)	
MST (2)	

STAFF RESPONSE	CITIZEN RESPONSE		
Has well-marked streets with no potholes	Well-maintained streets		
Has safe, well-marked, well-kept streets	Repair streets (3)		
Roads in great condition	Streets you can drive on		
Maintain traffic signals	Fill potholes		
Provide street striping	Maintain streets, walkways		
Maintain transportation infrastructure	Pave streets		
Maintain streets	Maintain roads (2)		
Repair the streets	Put transportation improvements on hold		
Provides well-maintained streets			
Maintains streets & sidewalks			
Repairs streets			
Streets			

Mass transit (light rail, bus)	Adequate affordable bus service
Supports public transportation	More convenient bus service
Seek public input	More wave routes
People have consumer info on transportation	Have a fleet of shuttle buses that connect downtown, MPC, CSUMB, Aquarium, Wharf, neighborhoods (with bicycle racks) in 10 minute intervals
Informs citizens about transit options	Above ground mass transit
Public education	
Transportation and transit information for the poor	

ENSURES ADEQUATE, WELL-PLANNED and ACCESSIBLE PUBLIC PARKING OPTIONS FOR RESIDENTS, BUSINESSES and VISITORS

STAFF RESPONSE	CITIZEN RESPONSE	
Provides affordable, accessible parking for residents & visitors	Provide parking options that reflect typical & event periods	
Better parking	Charge for parking downtown	
Free parking for alternative transportation modes: car-pooling; motorcycle, electric	Reduce vehicular parking spaces	
Supplies adequate parking	Parking matches needs in different parts of the city	
Encourages parking and walking - parking and riding	More premier parking	
	Provide safe places to park bicycles & other non- motorized vehicles	
	Provide additional parking spaces for bicycles	