

City Focus

Winter 2018

volume XXXIII, no. 1

A Report from the City of Monterey to its Citizens and Friends

Our staff - the backbone of city programs and services A Message from the Interim City Manager



I am often asked about Monterey's priorities. Our City Council sets the course for many initiatives and policies, which are based on your, our residents and businesses, input and ideas. City staff then implements Council direction through literally hundreds of daily interactions and services.

Employees are the backbone of city programs and services. Programs and services are only possible if we provide the human infrastructure for them, and are based on the foundations needed to provide a

quality and safe place to live: the economy and jobs; environmental sustainability; health and safety; recreation, cultural arts and education; and operations and maintenance of our physical infrastructure and technology.

No local government can function without public safety employees, recreation employees, librarians, inspectors, engineers, administrators and maintenance and operations staff. City employees dedicate themselves to enhancing the quality of

Article continued, next page





A Message from the Interim City Manager, continued from page 1

life for residents; and by focusing efforts toward residents, we in turn provide a quality experience for businesses and visitors.

So, today, allow me to share a few thoughts about Monterey’s City staff.

With the current restructuring of our two largest departments – Plans and Public Works and Community Services - and the upcoming retirements of 27 of the approximately 400 full time employees, this is definitely a time of change within the city organization. Though the term may be overused, it rightfully is very true - with change comes opportunity. We will use this opportunity by evaluating our service levels and service costs, demands for services and allocation of staff to provide these services.

Our City’s organizational culture is to “share the knowledge”. That is why we proudly have a great depth and breadth of skills throughout the departments. Many employees spend half, or their entire careers here, and throughout show commitment, hard work, team work, and pride in their quality of work.

So we say “Thank you” to our dedicated city staff. They are the backbone on which all the rest stands. The changes will settle down in the coming months. Staff will continue to do their very best to keep the programs and services we provide as seamless and to the highest quality standards as possible.

We’re excited about Monterey’s future, and we hope you are too.

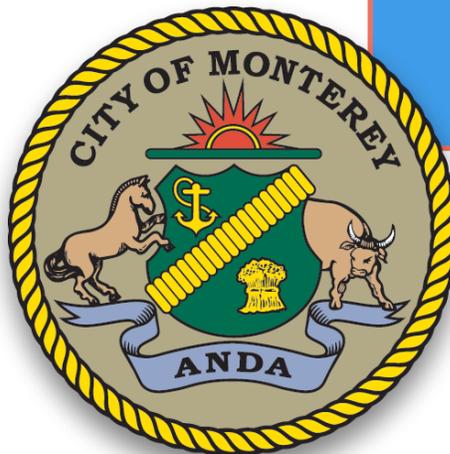
~ Interim City Manager Hans Uslar

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"Anda" as displayed on the official City Seal means onward in Spanish and is symbolic of the spirit of the City of Monterey and expresses the hope for continued forward growth.



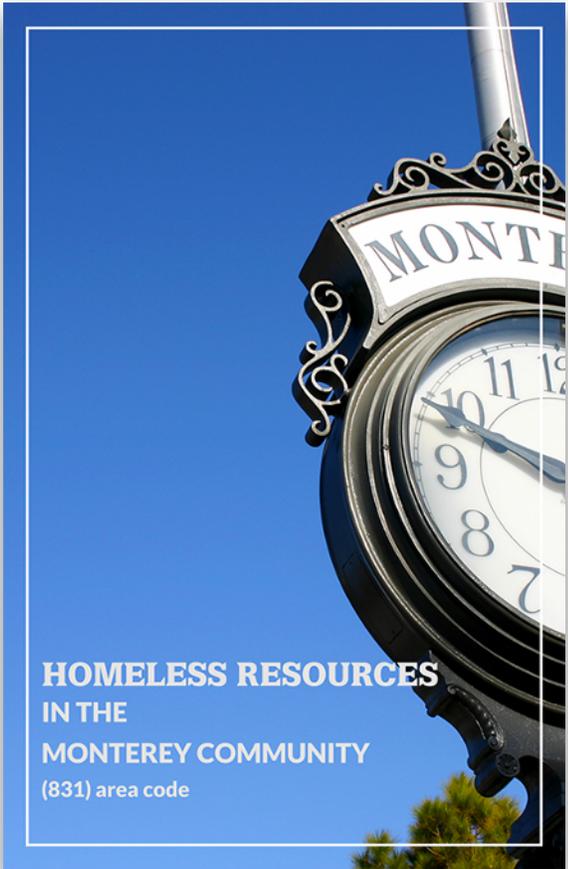
Homeless Resources handout helping in outreach efforts

BY ADMINISTRATIVE ANALYST MARYN LJUBIMOW

The City wanted to find a more efficient and effective way to provide community outreach about local essential homeless services. This need was identified through meetings that the City's Homeless Liaison team conducted with representatives from various City departments.

The Liaison team and the Communications Office worked together to create the Homeless Resources handout. With help from the Coalition of Homeless Service Providers, the handout includes up to date information on Emergency and Day shelter referrals throughout the Monterey Peninsula, as well as community kitchens.

Handouts are available at all City public counters, as well as posted on the web page: monterey.org/HomelessResources.



Monterey Bay Community Power – your new electricity provider

BY MBCP MARKETING & COMMUNICATIONS MANAGER, PETER BERRIDGE

Beginning in March 2018, Monterey Bay Community Power (MBCP) will provide electricity customers in Monterey, Santa Cruz and San Benito counties with clean, carbon-free power at a lower cost than PG&E. MBCP is a not-for-profit Community Choice Energy (CCE) agency established by local communities to reduce greenhouse gas emissions by providing locally controlled, carbon-free electric generation services. PG&E will continue to deliver electricity, maintain infrastructure, send bills and provide customer service, so MBCP customers still receive only one bill.

The MBCP model helps ensure local economic vitality because CCE agencies help to control electric generation costs and keep surplus revenues local. Dollars that would normally flow to PG&E will stay in the community. MBCP will provide customers with clean energy and an annual rebate of at least 3% of their total electric generation cost. In addition, MBCP will direct surplus revenues to fund community projects that lower greenhouse gas emissions and support low income rate-payers.

For information about enrollment, rates and billing, service options and more, visit www.mbcommunitypower.org. For information about MBCP outreach or to inquire about hosting a workshop at your business, organization or community site, email marketing@mbcommunitypower.org

<p>RENEWABLE ENERGY Electricity Generation MBCP adds clean electricity to the grid.</p>	<p>SAME SERVICE AS ALWAYS Electricity Delivery PG&E provides transmission, repairs, billing and service.</p>	<p>YOUR COMMUNITY CHOICE A Greener Electricity Option You can choose MBCP for cleaner energy, stable prices and local jobs.</p>

Monterey taking action against climate change

BY SUSTAINABILITY COORDINATOR TED TERRASAS

Photo by Michelle Robertson

Yes, climate does naturally fluctuate over time, but the alarming warming trend of the world during the industrial revolution has led the overwhelming majority of climate scientists to conclude that human activities are throwing natural fluctuations far out of balance. It is no coincidence that 16 of the 17 warmest years on record have occurred since 2001 with NASA reporting that carbon dioxide levels are the highest they have been in 650,000 years.

Some of the correlated effects of this increase in temperature are sea level rise, worsening natural disasters such as hurricanes, fires, drought, and flooding. These will then obviously lead to significant impacts on human life, such as health effects, impacts to agriculture and fishing, tourism, the economy and even national defense.

In addition, the United States is the second largest contributor of carbon dioxide, a major greenhouse gas, to the atmosphere. In spite of this fact, the federal government pulled out of the Paris Climate Agreement, of which 196 countries have signed, has rolled back environmental regulations designed to



minimize greenhouse gas impacts, and placed a focus on environmentally damaging energy generation sources over renewables.

Due to this fact, many cities and states across the United States have taken it upon themselves to contribute to solving the challenge of climate change. The City of Monterey, for example has completed energy retrofits to City buildings, purchases renewable power from a third party provider, is expanding the use of electric vehicle charging stations and solar panel utilization, and last year joined Monterey

Bay Community Power, a local government agency providing an alternative to PG&E power. (*see previous article*)

To support initiatives beyond City limits, the City Council recently adopted a resolution to encourage the federal government to initiate a carbon fee and dividend program, which would increase the cost of fossil fuels to better reflect their negative impacts on the environment, and distribute the collected fees back to taxpayers.

“You are not a drop in the ocean. You are the entire ocean in a drop” - Rumi

Status of cell facility applications

BY PLANNING OFFICE STAFF

With current applications for proposed small cell facilities installation in Monterey neighborhoods in process in the Planning Office, the City is working to provide as much information as possible to the community. It is important that you are well informed and prepared to participate in public discussions.

We created a web page on monterey.org that will continue to be updated with the latest news on this topic. You can locate the page directly at monterey.org/smallcellfacility and a link is available at monterey.org/planning. The page includes video links to previous meetings, application materials, latest correspondence, and a frequently asked questions (FAQ) page.

Tentative public hearings for the 13 proposed small cell facilities have been scheduled in compliance with applicable timeframes for wireless applications under federal regulations. Five small cell Use Permit applications are tentatively scheduled for review by the Planning Commission on March 27, 2018, and the remaining eight small cell Use Permit applications are tentatively scheduled for review by the Planning Commission on June 12, 2018. The location and time of each of the two hearings will be announced prior to the meeting. Details with links are available at monterey.org/smallcellfacility.



California focuses on business organics recycling

BY SUSTAINABILITY COORDINATOR TED TERRASAS

With State legislation that took effect in 2016, California has been focusing on keeping organics (food and yard) waste generated by businesses out of landfills. Businesses often generate a high volume of waste material, and are often the first category targeted when looking to reduce landfilled waste. With thresholds to continue to lower until 2020, it is expected that the majority of businesses will be required by state law to recycle their organics waste in the near future.

Often times when these types of recycling legislation are passed, it is left to local governments to determine how to carry out these programs. In addition, the State often wants information on what actions local governments are taking, and how effective their programs are. This is often provided in the form of an annual report, when the effectiveness of recycling programs can be evaluated.



In the case of Monterey, organics diversion is carried out by Monterey City Disposal, offering a variety of collection services, which include yard waste and food waste. From there, organics are taken to the Marina Landfill where yard waste is put into large piles and ground up for compost and food waste is taken to an anaerobic digester where it is broken down and used for energy production in addition to becoming compost.

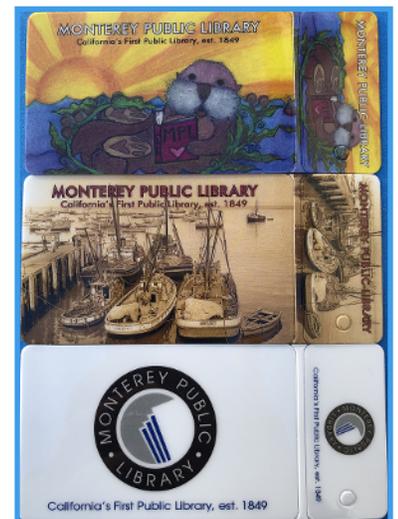
Making the shift to widespread diversion of organics is a challenging endeavor, but will eliminate another large portion of material still making its way to the landfill. Along with banning, reducing or eliminating other types of waste that are still landfilled today, this will move us closer to a future when landfilling becomes a thing of the past.

MontereyRecycles.org

Love your Library - get a new card!

BY MONTEREY PUBLIC LIBRARY MANAGER KIM SMITH

The Monterey Public Library is celebrating *Love Your Library Month* by releasing a new series of library cards! There are three new options: the winner of our design contest, Taylor Rose Griffith's illustration of a sea otter, a 1930s photo from our California History Room of boats representing three different fishing traditions, and an updated Monterey Public Library (MPL) logo.



All options now include a wallet and keychain card! You can swap out your old card for a new set in exchange for re-verifying your contact information.

The Library is also now on Instagram @MontereyPublicLibrary!

Friends of MPL Chocolate & Wine Benefit Event - February 23, 2018

Dredging continues in Monterey Harbor through March, 2018

BY MARINE OPERATIONS SPECIALIST BRIAN NELSON

The City of Monterey Harbor Division will resume dredging in early February and continue through March, 2018. The crews will finish the west side, then return to the east side and take accumulated sand under dock and pier areas with a new dredge extension.

Harbor staff asks boaters to please navigate carefully around dredge pipes and dredge operations. If you have any questions please contact the Harbor Office or when the dredge is operating VHF channel 73. Thank you for your patience as we finish our sixth phase of dredging.

Learn more about the dredging machine used and the process by watching this informative video, on YouTube at https://youtu.be/ybkYvm_s0jE:



Monterey receives Distinguished Budget Presentation Award

FINANCE DEPARTMENT

The City of Monterey received the Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award for the 2018-19 biennial budget. The award represents a significant achievement. It reflects the commitment of the governing body and staff to meeting the highest principles of governmental budgeting. In order to receive the budget award, the City had to satisfy nationally recognized guidelines for effective budget presentation.

These guidelines are designed to assess how well an entity's budget serves as: a policy document; a financial plan; an operations guide; a communications device. This is the second time the City of Monterey has won this award. It also received the award for the 2016-17 biennial budget.

Learn more about Monterey's Finance Department at monterey.org/City-Hall/Budget-and-Finance



The Government Finance Officers Association
of the United States and Canada

presents this

CERTIFICATE OF RECOGNITION FOR BUDGET PREPARATION
to

Finance Department
City of Monterey, California



The Certificate of Recognition for Budget Preparation is presented by the Government Finance Officers Association to those individuals who have been instrumental in their government unit achieving a Distinguished Budget Presentation Award. The Distinguished Budget Presentation Award, which is the highest award in governmental budgeting, is presented to those government units whose budgets are judged to adhere to program standards.

Executive Director

Christopher P. Morill

Date January 03, 2018

Monterey earns Transportation Excellence Awards

BY TRANSPORTATION PLANNER STEFANIA CASTILLO

The City of Monterey received two Transportation Excellence Awards from the Transportation Agency for Monterey County (TAMC). The *Holman Highway 68 Roundabout* project and the *Walk & Bike Safe in Monterey* public education program were selected for their outstanding efforts to improve transportation in Monterey County.

The *Holman Highway 68 Roundabout* was designed to relieve congestion and serve as a gateway at one of the few access points onto the Monterey Peninsula. The roundabout addressed all of the unique characteristics of the area including congestion mitigation leading to reduced idling times for travelers; improved response times and access to the Community Hospital; protection of the existing surrounding Monterey Forest; enhancement to the existing scenic corridor; and improved safety and access for all road users.

The *Walk & Bike Safe in Monterey* education program was funded by two highly competitive grants from the California Office of Traffic Safety totaling \$184,000. Over 8,500 children, parents and seniors were exposed to the program's safety messages at 36 fun, educational events including in-class presentations, pedestrian and bike rodeos, safety fairs, and school open houses.

The program successfully reached students of all ages from preschool to high school and they all loved the safety equipment provided, including over 9,000 coloring books, safety brochures, bike lights, flashing reflectors and reflective snap bracelets.



The program also encouraged helmet use among young bicyclists by distributing 700 free bike helmets! The *Walk & Bike Safe in Monterey* program allowed children to learn and practice the skills needed to be safe pedestrians and bicyclists and engaged their parents as active role models and mentors in traffic safety.

Check out the videos below to learn more about the award winning programs



<https://youtu.be/50sFiqRrQqc>



<https://youtu.be/zFzoeByTjCA>

Monterey marijuana laws

AS DEFINED IN THE
MONTEREY CITY
CODE

Marijuana laws pertain at all levels of government: nationally, by state, county and city. Here's a summary of the marijuana laws in Monterey. For the full City Code pertaining to marijuana laws, please refer to Chapter 22, Section 22-39 of the Monterey City Code: www.codepublishing.com/CA/Monterey

Sec. 22-39 Prohibiting Medical Marijuana Dispensaries, Delivery, and Cultivation, and Marijuana Dispensaries and Marijuana Sales.

(a) **Medical Marijuana Dispensaries Prohibited.** Medical marijuana dispensaries are prohibited in the City of Monterey. No person shall locate, operate, own, suffer, allow to be operated or aid, abet, lease to or assist in the operation of any fixed or mobile medical marijuana dispensary within the City in any zone. The operation of a medical marijuana dispensary in the City of Monterey shall constitute a public nuisance.

"Medical marijuana dispensary" is defined as any facility, clinic, cooperative, club, business, group or location, whether fixed or mobile, where medical marijuana is made available to, exchanged, sold, or distributed to a qualified patient, a person with an identification card, and/or a primary caregiver as defined by State law. A medical marijuana dispensary shall not include the following uses, as long as the location of such use is otherwise in accordance with this code and other applicable law: *(see City Code for details)*

(b) **Medical Marijuana Delivery Prohibited.** Deliveries of medical marijuana and medical cannabis products are prohibited. "Delivery" is as defined in Business and Professions Code Section 19300.5(m), as this section may be further amended.

(c) **Medical Marijuana Cultivation Prohibited.** Marijuana cultivation by any person or business, including but not limited to primary caregivers, qualified patients, collectives, cooperatives, or dispensaries, is prohibited.

(d) **Marijuana Dispensaries Prohibited.** Marijuana dispensaries are prohibited in the City of Monterey. No person shall locate, operate, own, suffer, allow to be operated or aid, abet or assist in the operation of any fixed or mobile marijuana dispensary within the City in any zone. The operation of a marijuana dispensary in the City of Monterey shall constitute a public nuisance.

"Marijuana dispensary" is defined as any facility, clinic, cooperative, club, business, group or location, whether fixed or mobile, where marijuana is made available to, sold, exchanged, or distributed to any person. A marijuana dispensary shall not include the following uses, as long as the location of such use is otherwise in accordance with this code and other applicable law: *(see City Code for details)*

(e) **Marijuana Sales Prohibited.**

1. No person shall grow, sell, exchange, or distribute marijuana within the City in any zone, or engage in any operation for this purpose.

2. No person shall make, sell or distribute any marijuana-infused product such as tinctures, baked goods or other consumable products, or participate in any operation for this purpose. (Ord. 3532 § 3, 2015; Ord. 3465, 2011)

A link to the Monterey City Code is available at the footer of each page of monterey.org.

Monterey City Code
Chapter 22, Section 22-39
codepublishing.com/CA/Monterey

Tips to prevent theft from your vehicle

BY MONTEREY POLICE
SERGEANT JAKE PINKAS



Most burglars will not break into a car if they can't see what they're getting - Don't leave your valuables in plain sight.

When you park your car, remove cell phones, digital radios, cameras, wallets and purses. Do not leave gift wrapped packages or other valuable items lying on the seat. Lock all your valuables in the trunk or glove compartment before you reach your destination or take them inside with you when at your destination.

Remember, thieves stake out parking lots and easily spot persons bending over or appearing to be placing items under or between seats.

Thieves watching parking lots also will note women leaving a vehicle without a purse. This is often a sign that it is still in the car. Most of the time it is easy to spot a purse strap or hidden item sticking out from under a car seat.

Since so many people now drive sport utility vehicles or minivans that do not have a trunk, a simple solution is to carry only what is needed for that trip or errand in a pocket. Cash, a credit card and a driver's license do not take up much room when folded together.

If possible, park your car in a lot

where you don't have to leave your keys.

Never attach a tag with your name and address to your key ring. If the keys are lost or stolen, the tag will lead the thief directly to your car and your home. If you have to leave your keys with a parking attendant, leave only the ignition key.

Be sure to remove automatic garage door openers from the car, as this could give a thief easy access to your house.

At night park your car near or under a street light.

If your car is stored in a carport or parked near your house, leave your exterior lights (front and back) on throughout the night. Consider replacing the light fixture closest to your car with a motion detector unit. The light will be off routinely, but will activate if your car is approached.

Consider adding a car alarm system, but remember to be neighborly and respond to the alarm promptly should it be set off.

Be alert of your surroundings and people near your vehicle. If there are any suspicious persons or occupied vehicles hanging around your parked vehicle, contact the Monterey Police Department at (831) 646-3914.

MontereyPolice.org

City of Monterey now offers pharmaceutical drug drop-off

BY MONTEREY POLICE
LIEUTENANT MARTY HART

The City of Monterey is proud to announce that it has implemented a pharmaceutical drug take back program that is now available to the public. The public may safely and anonymously dispose of unused/expired prescription or over-the-counter medication through the City's Prescription Drug Drop Box Program. No needles, syringes or liquids are accepted.

The drop off box is located in the lobby of the Monterey Police Department at 351 Madison Street.





Regional Marine Safety Program water rescue drill

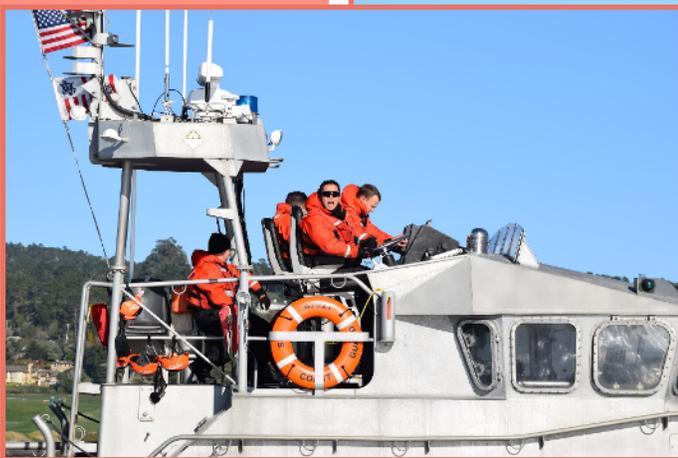
MONTEREY FIRE DEPARTMENT

A recent water rescue drill highlights an excellent example of regional cooperation to provide an important element of public safety here on the Monterey Peninsula. We have a significant risk associated with the coastline and its attraction to residents and visitors alike. Several deaths have occurred over the years because people get swept off the shore.

Providing rescue services to those that become victims of the ocean is challenging and requires significant resources. Through the cooperative efforts of several agencies including Monterey Fire, CAL Fire, US Coast Guard, State Parks, Monterey County Sheriff, and Mid-Coast Fire Brigade, those resources are available.

For several years these agencies have shared hosting a quarterly drill for all to participate to ensure everyone keeps their skills current and to ensure we are confident working together effectively. The most recent of these quarterly training sessions took place in late Dec., 2017 in the Pescadero Point area of Carmel Bay.

Here are some photos from the drill, courtesy of Cal Fire - Photo credit: John Spooner, CAL Fire Captain



Cutting Day and Horticulture Faire 2018

BY PARKS DIVISION STAFF

Come rain or shine to the Monterey Parks Division's 62nd annual Cutting Day and Horticulture Faire! Held 9 AM to 12 Noon on Saturday, March 17 in Friendly Plaza at the corner of Jefferson and Pacific streets.

There will be lots of great donations this year from local nurseries, and California American Water is participating by providing free mulch. Residents are asked to bring their plants and cuttings to the drop off point on Pierce Street.

In addition to the expected bounty of cuttings, exhibits this year include: Free Tree Seedlings, Native Plant Information, Bonsai Tree Display, Propagation, Drip Irrigation, Gardening Information, Waste Management, Master Gardeners, City Library Book Display & Information, Monterey Volunteer Gardeners and California American Water. Monterey Pine, Coast Live Oak, and California Sycamore tree seedlings will be given away. Plastic pots will be collected for recycling.

Volunteer assistance will be provided by the Kiwanis Club of Monterey, Monterey Bay Master Gardeners, Volunteers in Parks, Monterey Library, Portola Plaza Hotel, and Drought Resistant Nursery.

**62nd ANNUAL
CUTTING DAY
& HORTICULTURE FAIRE**
Sponsored by the City of Monterey Parks Division

Saturday, March 17, 2018
Friendly Plaza
9am -12pm
Rain or Shine



EXHIBITS INCLUDE:
Free Tree Seedlings, Native Plant Information, Bonsai Tree Display, Propagation, Drip Irrigation, Gardening Information, Waste Management, Master Gardeners, City Library Book Display & Information, Monterey Volunteer Gardeners and California American Water

Call 646-3860 for more information - see you there!



The Monterey Channel - Not only meetings but unique, local, programming



The Monterey Channel broadcasts a wide array of programs about the City and its services as well as City Council, Planning Commission,

Neighborhood Improvement Program Committee and other meetings. Watch the Monterey Channel on cable TV channel 25, streamed LIVE and on-demand on the web.



LIVE Video Streaming anytime, all the time:

<http://cvp.telvue.com/player?id=T01629&video=186609&noplaylistskin=1&width=400&height=300>

The Monterey Channel is operated by Access Monterey Peninsula, a nonprofit organization contracted by the City to provide media services to our community. To reach AMP, call at (831) 333-1267 or visit www.ampmedia.org, and see all the great community television locally broadcast.



It's a new year, and the Monterey Sports Center has a lot in store for you! This year we are continuing to do our part to provide a plethora of programs, adding new equipment, personal training packages, camps for kids, and wellness lectures serving healthy information to our much loved community.

At the start of 2017 a water bottle-filling station was implemented, which has made a great addition to the facility, having saved over 107,000 bottles to date! In fact, the station is so successful a second is in the works to be added next to Studio 1. What a great way to reduce our carbon footprint!



The Fitness Department has made some exciting improvements as well. The Functional Training space was added last summer and continues to be very popular, creating more space for your exercise needs. The Cardio Room will be receiving brand new equipment to kick off the New Year.

Are you ready to start an exercise routine but not quite sure where to begin? Schedule an appointment with one of our Certified Personal Trainers. Receive a complimentary personal training orientation with purchase of a new membership. Our Trainers will customize your appointment to fit your personal fitness requirements.

Also in January, the Monterey Sports Center hosted three lectures presented by local health and wellness professionals, free to the community. Topics included integrated health, diet and nutrition, and the benefits of HIIT (High-Intensity Interval Training). Throughout the coming year the Sports Center will continue to offer free informational lectures, each of

which will be followed by a complementary group exercise class, also free to the community.

March Madness is just around the corner and the madness has already hit the Sports Center. The year has just begun and already over 400 kids have registered and started participating in our youth basketball program. These boys and girls have laced up their shoes and shown their Sports Center spirit, one basket at a time!

Come on down to the heart of the community, take a class, jump on a new elliptical, go for a swim, or relax and enjoy the free WiFi at the Sport Café... be sure to bring your water bottle!



Monterey Sports Center is the place to be in 2018!

BY MEDICAL RECORDS ASSISTANT NICOLE HAZDOVAC SEPAGAN, MONTEREY SPORTS CENTER



monterey.org/sportscenter

Pickleball comes to Monterey

BY GUEST AUTHOR LYNN ZWAGERMAN

Last August, thanks to Neighborhood Improvement funds and the support of the City of Monterey Parks and Recreation divisions, the tennis courts at Via Paraiso Park were beautifully resurfaced and repainted. The updated courts now provide for the multi-purpose use of this facility for both tennis and pickleball. The City also established priority play times for each sport to insure fair use of the multi-use courts.

Pickleball is one of the fastest growing sports in the country, in part because it appeals to people of all ages. Players from ages 8 to 80 and all skill levels can enjoy the game. Pickleball is easy to learn and anyone who has played other racquet sports like tennis, badminton, ping-pong or racquet ball are playing in a matter of minutes.

Local pickleball players have formed the Monterey Bay Pickleball Club. This is a welcoming group of



players of all ages and skill levels. Anyone interested in being introduced to the game, or interested in knowing more about the club, can find more information at the club website, montereypickleball.com.

Time to think about that summer job with Monterey Recreation!

BY INTERIM RECREATION & COMMUNITY SERVICES MANAGER SHANNON LEON

Monterey Recreation is currently recruiting staff for our Summer camps and playground programs. We are looking for people who enjoy being around lots of children and can be flexible and adaptable in a variety of situations. Successful candidates need to possess a positive attitude that combines enthusiasm, spirit, cooperation, patience, and a willingness to learn.

We are looking for candidates with strong references that indicate dependability and a sense of integrity.

Benefits include



income, work outdoors, development of leadership skills and being a positive role model for children. Positions available include Playground Recreation Leader, Day Camp Counselor, Camp Quien Sabe Resident Camp (Counselor, Kitchen Helper, Crafts Leader, Handyperson and Cook). The application deadline is Friday, March 16, 2018 by 5:00 p.m.

Apply at 546 Dutra Street, Monterey, 646-3866. Spread the word about our exciting job opportunities.

More information can be found online at www.monterey.org/rec.



Photo contest celebrates Monterey's beauty & community

BY ADMINISTRATIVE ANALYST LAURIE HUELGA

Thirty seven photographers submitted 113 photos for the City of Monterey's first online photo contest. The contest ran from July through December. There were three categories: Environment, Architecture, and Culture & Community. The theme was Celebrate Monterey's Beauty & Community. They captured Monterey's stunning landscapes and seascapes, historical and urban architecture, active people and vibrant community life.

Photographers could enter up to six high resolution images in any category combination. They were limited to images within the City of Monterey as well as the Monterey Bay. We plan to use all of the images at some point in City of Monterey print and digital materials, giving photographer credit.

Three local visual arts professionals judged and picked one winner in each of the three categories. The judges criteria included the following elements: the image is well-focused showing good composition; the image is consistent with the theme; the photographer's creativity and management in the presentation of their image; and the image is visually appealing with an immediate visual impact. Thank you to judges, Vern Fisher, Director of Photography for the **Monterey Herald**; Liza Linzao of **Liza Linsao Photography**; and Randy Tunnell of **Randy Tunnell Photography**.

Then we had a People's Choice voting period from January 15 through 31 to choose their favorite image in each category. We had 241 people participate in the voting.

All photos are being shown at the Alvarado Gallery in the newly re-opened Monterey Conference Center, One Portola Plaza through April 25, 2018. Everyone is invited to a gallery reception on Wednesday, February 21, 2018 from 5:30 to 7:00 PM.



ENVIRONMENT

**Judges Choice -
Humpback Whale Monterey Bay
by Brad Lewis**

**People's Choice –
Humpback Whale Monterey Bay
by Brad Lewis**

**People's Choice Runner Up -
Monterey Harbor at Sunrise
by Jared Apperson**





ARCHITECTURE

**Judges Choice -
Chapel
by Lillie Grossman**

**People's Choice –
Old Professional Building
by Jared Apperson**



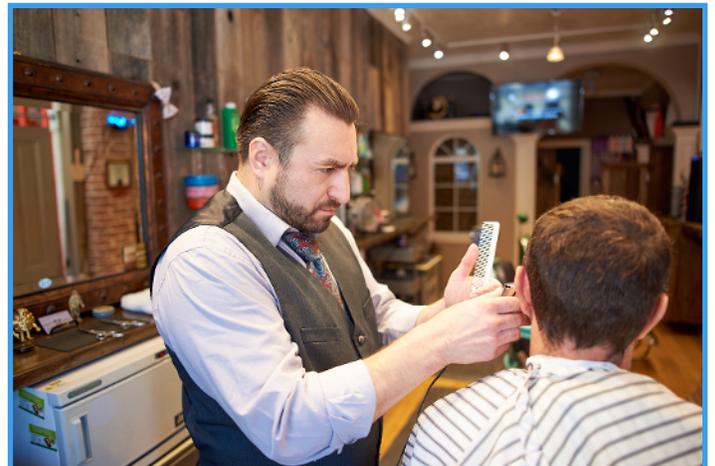
**See all the photographs at
monterey.org/photocontest**

CULTURE & COMMUNITY

**Judges Choice -
Fetching Haze
by Shirley Coly**

**People's Choice -
Fetching Haze
by Shirley Coly**

**People's Choice Runner Up -
Pistons and Pearls Barber Shop
by Sheldon Chang**



Monterey Conference Center grand opening celebration

The whole community was invited to the Monterey Conference Center Grand Opening celebration held January 31, 2018! A few highlights included: an estimated 2500 attendees - Monterey High Jazz Band - Monterey Sports Center mascots - Monterey Bay Aquarium dancing sea creatures - Chamber of Commerce ribbon-cutting ceremony - speakers and awards presentation - delicious food and drink from local vendors - KRML 102.1 live broadcast - stilt walkers - local bands playing jazz and rock n roll - dance floor - Tesla on display - inflatable whale on display - a photo booth - guests taking it all in and enjoying the company of friends. Thank you to everyone who made it happen!



**WATCH THE VIDEO -
THEN & NOW - 1977 to 2018**
https://youtu.be/sJ0q9sstL_c



See more photos from the grand opening at
[flickr.com/photos/cityofmonterey/albums/72157692075055064](https://www.flickr.com/photos/cityofmonterey/albums/72157692075055064)

Photo credit: SeeMonterey.com



Featured Public Art - "Two Dolphins"

Inlaid Woods
(14' x 6')

Two Dolphins is a sculpture by Emile Norman. It was a gift from the Bing Crosby Youth Fund and Maurine Church Coburn Charitable Trust, to the Youth of the Monterey Peninsula in 1981.

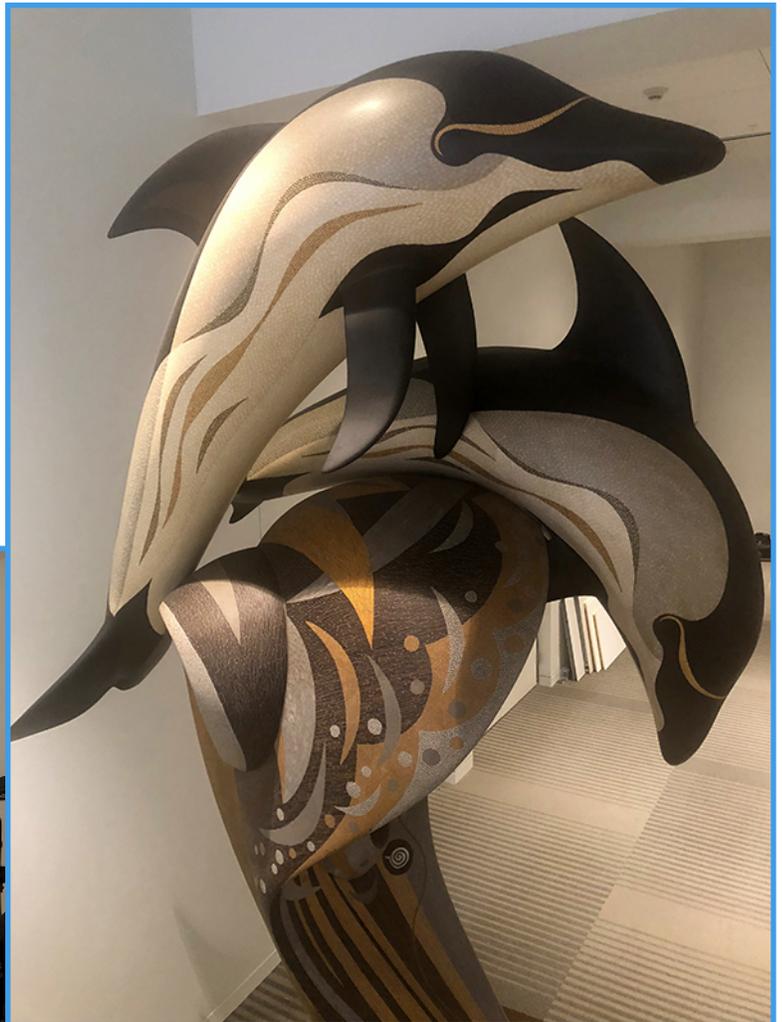
Two Dolphins live at the Monterey Conference Center. Here are photos of the art piece being reinstalled after the Monterey Conference Center renovation. The new Conference Center re-opened in January, 2018.

Emile Norman, born in 1918 in San Gabriel, California, was a native Californian who lived and worked in Big Sur since 1950. His work is internationally known and celebrated includes stained glass mosaics, inlaid wood murals and

textile appliqués in addition to his sculptural forms.

One of his largest pieces is a 3-story high window for the California Masonic Temple in San Francisco. Emile Norman's work has been exhibited at the DeYoung Museum and the Museum of Modern Art in San Francisco, the Chicago Art Institute, Contemporary Arts Museum of Houston, and the Pasadena Art Institute.

In 2006, PBS aired the documentary film, *Emile Norman: By His Own Design*, which covered much of Norman's life. Emile died September 24, 2009 in Monterey.



Monterey enjoys connecting with you on social media

The City of Monterey made great strides in 2017 with our social media efforts. In the beginning of the year, we were featured in a Monterey Herald article, "Monterey a social media example for other cities." The City of Monterey was #2 of "12 Government Instagram Accounts You Need to Follow Now" by CitySourced.

We successfully completed a year on *NextDoor*, a social network for neighborhoods. The local *Nextdoor* has 3,787 total members representing every city neighborhood. Subscribers get email notifications about new City of Monterey posts about City services, events, and construction impacts.

Our most popular social networks, *Facebook*, *Twitter* and *Instagram*, continue to grow and reach millions of people a year. These social media accounts use photos and video to promote City services, attractions, news and events. Combined, over 7.5 million post views were recorded in 2017- that's over 600,000 a month. YouTube had a record year as well, with nearly 14,000 video views a month from over 180 countries and territories.

Monterey.org, the hub of the city's digital presence, reached over two million page views for the first time! Click on the graphics to get details.

Find links to our social media accounts, and connect with us, at monterey.org/City-Hall/Newsroom/Connect-on-Social-Media.



2017

CITY OF MONTEREY SOCIAL MEDIA REPORT

	INSTAGRAM	REACH: 246,920 POST VIEWS PER MONTH 8,118 PER DAY	24,590 SUBSCRIBERS +6,015 IN 2017 +17/DAY & +501/MONTH AVG
	FACEBOOK	REACH: 118,762 POST VIEWS PER MONTH 3,905 PER DAY	15,001 SUBSCRIBERS +2,112 IN 2017 +6/DAY & +176/MONTH AVG
	TWITTER	REACH: 263,583 POST VIEWS PER MONTH 8,666 PER DAY	7,287 SUBSCRIBERS +2,316 IN 2016 +6/DAY & +193/MONTH AVG
	YOUTUBE	REACH: 13,957 VIDEO VIEWS PER MONTH 459 PER DAY in 186 COUNTRIES & TERRITORIES	TOP VIDEOS Monterey attractions, roundabout info, police, fire, military, scuba diving
	WHAT'S NEW?	<ul style="list-style-type: none"> ▶ City of Monterey successfully completed a year with <i>NextDoor</i>, a social network for neighborhoods. The site has 3,787 total members representing every city neighborhood. Subscribers get email notifications about new City of Monterey posts. ▶ Named #2 of 12 Government Instagram Accounts You Need to Follow Now by CitySourced. ▶ Communications team featured in <i>Monterey Herald's</i> February 12th newspaper: "Monterey a social media example for other cities" 	



MONTEREY.ORG

Analytics for 2017, compared to 2016

TOTAL NUMBER OF VIEWS AND MORE

Communications & Outreach Office (831) 242-8750

Monterey.org

1,208,095

Avg. Session Duration
16.33%
00:04:21 vs 00:03:45

MONTEREY PUBLIC LIBRARY
monterey.org/library

194,625

Users
3.50%
52,840 vs 51,052

MONTEREY MUSEUMS
Monterey.org/museums

40,691

Sessions
25.19%
24,420 vs 19,507

MONTEREY SPORTS CENTER
monterey.org/sportscenter

322,867

Pageviews
23.94%
322,867 vs 260,501

RECTRAC
online activity registration

154,719

MONTEREY POLICE
MontereyPolice.org

94,811

MONTEREY FIRE
MontereyFireDept.org

23,596

MONTEREY CONFERENCE CENTER
MontereyConferenceCenter.com

1,208,095

I-SEARCH MONTEREY

12,251

GIS MAPPING PORTAL

11,709

Pageviews
7.87%
11,709 vs 10,855

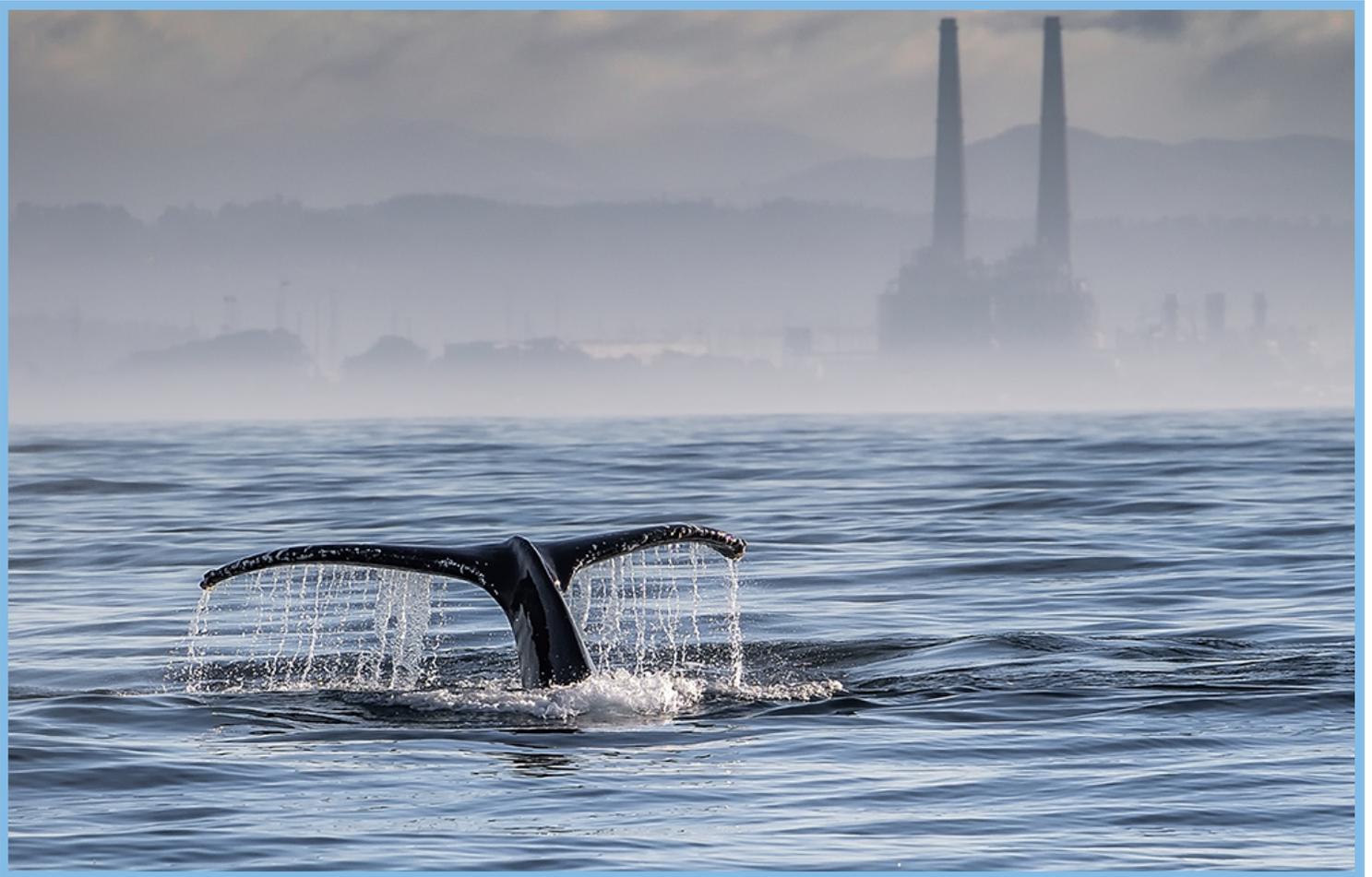
FIRST TIME!

Sites reached over 2 million views!

2,097,246 page views in 2017

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CITY FOCUS - WINTER 2018



"Humpback Whale Monterey Bay" Photographer: Brad R. Lewis
MONTEREY PHOTO CONTEST WINNER, JUDGES' CHOICE AND PEOPLE'S CHOICE , ENVIRONMENT

City Focus Newsletter

Winter 2018
volume xxxiii, no. 1

published since 1985

City Manager's Office

City Hall
580 Pacific Street
Monterey, CA 93940

(831) 646-3760

Suggestions:

(831) 646-3793

MontereySuggest@monterey.org
monterey.org/cityfocus

MAYOR
Clyde Roberson

COUNCILMEMBERS

Dan Albert
Timothy Barrett
Alan Haffa
Ed Smith



City Focus is published by the City of Monterey's Communications & Outreach Office to inform citizens about the programs, services and activities of city government. City Focus is available by email subscription and is posted online in January, April, July and October.

Connect with us

