



Seascape

Stay informed – Sign up now for SM Alerts

In the event of an emergency, wouldn't it make a difference to you and your family if you received vital safety notifications via text, email or even on your home telephone? And wouldn't it be great if there was an easy way to stay up-to-date on the projects, events and programs that interest you? The City of Santa Monica has implemented a new notification system so you can receive potentially life-saving messages in an emergency – and it will help you keep track of citywide happenings, too.

Sign up at www.SMAlerts.net. You can enter all the ways you would like public safety officials to try to contact you in an emergency – your mobile phone, your work email, anywhere you would need to receive important safety messages. You can even register locations in Santa Monica of interest to you, such as your home, a relative's home or your child's school. Should disaster strike, you'll receive key information on where to go and what to do to keep you and your family safe. SM Alerts allows our public safety officials to disseminate vital information to thousands of subscribers in a short period of time, so our whole community will be informed.

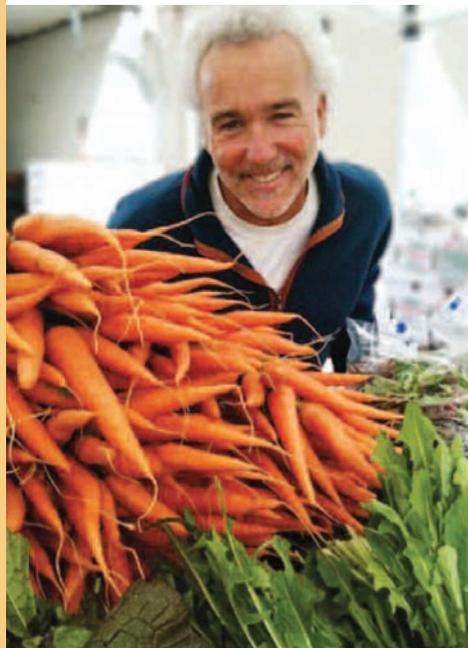
You can also select from a range of community updates, including construction and traffic information, Big Blue Bus detours, even job opportunities with the city! These community updates are generally sent via email only, and you can add more categories or unsubscribe at any time.

SM Alerts is available to all who live, work and play in the City of Santa Monica. To sign up and stay informed, visit www.SMAlerts.net. People with disabilities may sign up offline by calling the Office of Emergency Management at 310.458.2263.

SMAlerts.net

FARMERS MARKET 30TH ANNIVERSARY CELEBRATION

The Wednesday Downtown market met with instant success when it was established in July 1981, and today it is widely recognized as one of the largest and most diverse grower-only Certified Farmers Markets in the nation. Nearly one million customers visit the markets every year for reasonably priced, high quality produce including many of Los Angeles' best known chefs and restaurants.



The Farmers Market invites you to celebrate 30 years of good food and local farming at the very first Southern California Good Food Festival & Conference. This unprecedented multi-day event will focus on regional and national issues integral to building a local and sustainable food system while supporting California family farmers.

Produced by FamilyFarmed.org, the Good Food Festival and Conference brings together farmers, food businesses, sustainable food advocates, chefs, families and people who care about good food to:

- Celebrate successful local farmers while introducing a new generation to farming.
- Learn directly from farmers, chefs, educators and other experts on growing, preparing, preserving and eating local and sustainably grown food.
- Help farmers and food businesses grow by connecting them with consumers, trade buyers, and potential investors.
- Build relationships between businesses, policy makers and organizations that focus on food, farming, nutrition, food access, social justice, and land stewardship.
- Assist schools, hospitals, and other institutions to procure food from regional farms and support efforts to build efficient distribution networks.

The Good Food Festival brings you into the fold of good food with unique programs and renowned speakers, film screenings, even an art opening featuring original agricultural paintings from the 1930's. Join leading chefs, farmers and food lovers at the Good Food Festival and Conference!



See p. 8 for the schedule of events and visit www.smgov.net/farmersmarkets to find out more.

Briefly...

CITY HALL, 1685 MAIN STREET, is open Monday through Thursday from 7:30 a.m. to 5:30 p.m., and every other Friday from 8 a.m. to 5 p.m. Most city offices are closed on alternate Fridays as part of the city's commute trip reduction plan to improve air quality – September 9 & 23, October 7 & 21 and November 4 & 18. Payment and permit services are available every Friday – please call 310.458.8411 for the counter hours of your preferred service.

NEW IN TOWN? Our new resident packet is filled with information to help you get familiar with your new neighborhood, including the City Services Directory, maps, parking and bus information, Family Guide, and more. Just send an email request to 411@smgov.net or call 310.458.8411 and we'll drop one in the mail, or stop by the Information Desk in the City Hall lobby to pick one up.

HAVE A QUESTION, BUT NOT SURE WHO TO ASK? Get the "4-1-1" by emailing the Information Desk at City Hall. Send your question to 411@smgov.net and you will receive a response during normal City Hall business hours. This service is a complement to our GO System, where you can submit service requests or feedback 24/7 at www.smgov.net/go.



The Community Vision Comes Alive

Key components of the community vision for an even more sustainable and vibrant Santa Monica are taking shape. Following the adoption of the award-winning Land Use and Circulation Element (LUCE) last year, this fall brings opportunities for involvement in four exciting projects:

- The draft **Bike Action Plan** encourages more bicycle trips, reducing greenhouse gas emissions and taking additional cars off the road. The draft plan recommends comprehensive bicycle programs and bicycle facility upgrades citywide. The Council is scheduled to review the final Bike Action Plan in November. View the plan at www.bikesantamonica.org
- The **Colorado Pedestrian Esplanade** is being designed with enhanced pedestrian and bicycle facilities, landscaping and public art to create a visual and functional connection between the Santa Monica Pier and the future Downtown Expo Light Rail station at 4th Street. The internationally-renowned landscape architecture firm Peter Walker Partners was selected to design the project. Look for notice of community meetings coming this fall.
- Funded by a competitive federal grant, the Bergamot Area Plan community planning effort will prioritize community benefits, arts and neighborhood features at the heart of the new **Bergamot Transit Village** (www.bergamotplan.net). Two successful workshops have been held, with over 125 participants at each. The next workshop is coming in October/November.
- Early work on the **Downtown Specific Plan** is underway with the community visioning for the city-owned site on Arizona Avenue between 4th and 5th Streets. An exciting destination for residents and visitors, the Downtown planning will support the community's vision for a vibrant mix of living, working, shopping, playing and cultural enrichment. Workshops for the 4th/5th and Arizona and the Downtown Specific Plan will be happening this fall.

Following the adoption of the award-winning Land Use and Circulation Element (LUCE) last year, this fall brings opportunities for involvement in four exciting projects.

Join us at workshops and public hearings to discuss the details of these exciting projects. Please email your contact information to kyle.ferstead@smgov.net for email notices of upcoming events.

SANTA MONICA

Seascape

Seascape is a publication of the City of Santa Monica designed to inform residents about city programs and services. Please e-mail editorial information and comments to seascape@smgov.net or mail to:

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City of Santa Monica
1685 Main Street
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DIANE KUNTZ DESIGN STUDIO

In accordance with the Americans with Disabilities Act, *Seascape* is available in alternate formats by calling the City Manager's Office at 310.458.8301 (TDD/TTY 310.917.6626).

citytv highlights

CityTV 16 Santa Monica Wins Los Angeles Area Emmy®

After another year of quality local programming, CityTV 16 Santa Monica won its eleventh Emmy® at this year's 2011 Los Angeles Area Emmy® Awards. For the second year in a row, CityTV won the Public Service Announcement (PSA) category with its Toy Loan Program PSA, which was produced in association with the LA County Channel. The PSA was produced as part of the Women in Film Public Service Announcement Production Program. This is the third year for the program partnership and its first Emmy® win. The Toy Loan Program PSA was produced by Emily Butali, Robin Gee, and Al Johnson. It can be viewed on www.CityTV.org.



Get Ready – Get 7 in 2011!

September is National Emergency Preparedness month and the City of Santa Monica urges you to be prepared for emergencies and natural disasters.

It's all about the numbers!

Being prepared for emergencies is as easy as 1, 2, 3:

1. Get 7

Have enough water, food and emergency supplies on hand to last **7 DAYS**, plus a radio, flashlight, a few simple tools like a crowbar, medicines and other special needs items. Don't forget your pets – they need food and water too, and a carrier.

2. Have a Plan

Design a plan with family and friends to communicate and reunify following a disaster – and practice.

3. Be Informed

Sign up for SM Alerts at www.SMAlerts.net to receive information to assist in preparing for and recovering from the next emergency.

The City of Santa Monica, American Red Cross of Santa Monica, Santa Monica Malibu Unified School District, Chamber of Commerce, Downtown



Santa Monica District, RAND Corporation, MTV Networks, and others in the community will be taking part in the emergency preparedness efforts. Join us and help make Santa Monica the most prepared city in the region.

Visit www.I'veGot7.org for a list of supplies for your emergency kit and other emergency preparedness tips.

Reminder: Yellow Hybrid Decal Exemptions expired July 1

All good things must come to an end: the exemption from payment at Santa Monica parking meters for vehicles with yellow hybrid decals ended on July 1, 2011 with the expiration of the permits for HOV lanes. Owners of hybrid vehicles with the expired yellow decals will be subject to parking citations if they fail to pay parking meters.



Santa Monica supports a multi-modal transportation system and innovations in transportation technology by investing in improved facilities for pedestrians, cyclists, transit, and motorists. Upcoming investments include: new citywide bus stops, the opening of the Downtown Bike Center and credit card enabled parking meters.

BE EXCITED! BE PREPARED: STAY INFORMED ABOUT EXCITING NEW PROJECTS

The City of Santa Monica is embarking on exciting capital improvement projects that will help realize the community vision developed through planning efforts such as the Land Use and Circulation Element (LUCE),

Civic Center Specific Plan, and focused Downtown/Civic Center planning. A broad spectrum of projects is planned, including new open

space, civic facilities, and amenities for pedestrians and bicyclists, while upholding parking and circulation goals. These projects will be complemented by the arrival of the Exposition Light Rail line to Santa Monica, a major regional transit improvement.

Private development will also complement public investment to create vibrant new commercial/residential spaces.

To provide the public with as much information as possible about these exciting projects, the city is launching a robust communication and community outreach campaign. This interdepartmental effort will inform the community about the progress of the many projects that are being planned, designed and constructed in the City of Santa Monica. City staff will work actively with community partners to keep residents, businesses, and visitors up-to-date and engaged on the progress of these projects.

Visit the new Be Excited! Be Prepared website at www.SMConstructs.org. It features information about major projects, ways to stay informed about their progress, construction and traffic information, and community meeting dates. The site also features an interactive mapping tool, a link to real time parking availability, and a connection to the GO customer service system where people can submit questions or comments. As construction begins, people will be able to sign up to receive construction and traffic updates or project updates via email, text message and social media. Stay tuned for additional information about Be Excited! Be Prepared as projects get underway in the coming months.



www.SMConstructs.org

Attention Santa Monica Shoppers : Bring Your Bag!

Santa Monica's Single-Use Carryout Bag Ban is now in effect. As of September 1, all 1,875 Santa Monica retail establishments are prohibited from providing light-weight, single-use plastic carryout bags to customers at the point of sale. In addition, all 108 grocery stores, convenience stores, mini marts, liquor stores, drug stores and pharmacies are only permitted to distribute recycled paper bags at a minimum cost to the customer of 10 cents per bag.

The average lightweight plastic bag is used for just 12 minutes before being discarded or worse, ending up in our streets and storm drains. And very few are recycled. The Bring Your Bag effort reflects the community's desire to reduce marine debris and limit recyclable waste being sent to the landfill. Sturdy cloth or vinyl bags can be reused hundreds of times, greatly reducing consumption



and waste. All you have to do to avoid the cost of paper bags and make our community greener is remember to Bring Your Bag!

Bring Your Bag and move us a little closer to a Sustainable

Santa Monica. Visit www.sustainablem.org/bag for more information.

Here are a few helpful tips to help you remember to Bring Your Bag:

- Get as many bags as you can and place them strategically where you'll need them – where you store your bike, in your car, at work and by the front door of your home. As long as you have your own bag, you're good to go.
- Nothing fancy required – but if you like using your bag, you'll be more likely to remember it. Get some fun, attractive bags that you enjoy carrying your purchases in.
- Write "BRING YOUR BAG" at the top of your shopping list.
- Share A Bag! Many of us have a few extra handy reusable bags - if you see that someone has forgotten a bag, offer them one of yours. If you need a bag, visit one of the Share A Bag locations throughout Santa Monica. Find a list at www.sustainablem.org/bag.

Household Hazardous Waste Home Collection



Residents – you can recycle paints, pesticides and other hazardous materials using a new door-to-door pick-up system where the hazardous materials technicians come to you! The new Household Hazardous Waste Home Collection Pilot Program will reduce the city's costs while expanding levels of service for residents.

What's hazardous? Materials that contain chemicals that are toxic, corrosive, flammable or reactive/volatile should never go in the regular trash. Read the product labels to see if they are considered hazardous. The proper disposal of these products protects our groundwater and prevents accidents – and it will be even easier now that HHW collection comes to you!

Follow these easy steps to use the new household hazardous waste collection service:

- 1 Reserve collection service by calling 800.HHW.PKUP (800.449.7587), Monday through Friday from 8 a.m. to 5 p.m.; or e-mail hotline@curbsideinc.com.
- 2 You'll receive a collection kit in the mail with a collection bag, detailed instructions and a collection day reminder.
- 3 Prepare the collection kit at your doorstep or at a predetermined location on collection day and the HHW collection professionals will pick it up.

Limited Hours for HHW Center: Beginning September 17, 2011, the Household Hazardous Waste Center will be available for drop-off service on Saturdays ONLY, 9 a.m. to 2 p.m. If the pilot program is successful, the center will close on January 1, 2012.

For additional information please visit www.sustainablem.org/hhw or call (310) 458-2213.

1-2-3 to Water Self-Sufficiency

Santa Monicans did a great job reducing water use during the recent drought – a whopping sixteen percent decrease! But since the Governor declared an end to the drought, water use is rising again while state mandates require us to save even more. When Santa Monicans use just 123 gallons of water per person per day, then we can really celebrate! That's the amount of water each of us should be using to meet state requirements, and more importantly, to become a water self-sufficient city. If each resident saves just 10 gallons each day, we can reach this goal.

THREE EASY TIPS TO GET TO 1 2 3

1. Shorten your shower – just a couple minutes off saves a lot.
2. Only water your garden twice a week ~ yes, your lawn will survive!
3. Wash only full loads of clothes and dishes.

You may be thinking, "I'm doing everything I can. I've ripped out the lawn, installed drip irrigation, planted beautiful, drought-tolerant, native plants, put in a rain barrel, and bought a high-efficiency toilet and clothes washer." In that case, you've met the goal and probably surpassed it! But if you haven't, see how thousands of residents have taken advantage of rebates and grants to help them save water at www.sustainablem.org/water.

REPURPOSED REUSED RESOLD TREASURES

SANTA MONICA CITYWIDE YARD SALE

SATURDAY SEPTEMBER 24 2011
{8AM - 3PM}

Helping the environment and making money has never been so easy. Join the Santa Monica Citywide Yard Sale, reduce waste and keep valuable resources out of the landfill. Whether you're trying to clear out your garage or searching for secondhand treasures, reusing items is one of the smartest ways to reduce waste.

REGISTRATION OPEN!!

Resource Recovery & Recycling Division www.smgov.net/r3 310.458.2223

SAVE A STAMP
REGISTER YOUR SALE ONLINE
<http://www.smgov.net/r3>

WHAT'S NEW IN PARKS & AT THE BEACH

PÉTANQUE? WHAT'S THAT?

Are you a fan of lawn games like horseshoes and bocce? Then you'll love pétanque. Pronounced "pay-tonk," this is one of Europe's most popular outdoor games. No special skills are required. Just take turns tossing or rolling hollow steel balls as close as possible to a wooden target ball called the *cochonnet*. The game is simple, relaxed and fun... and Santa Monica's courts just south of the Senior Center in Palisades Park feature a spectacular ocean view. The pétanque courts are free and open to everyone during park hours. Bring a set of pétanque balls, or just hang out and watch a game. Pétanque players are a friendly bunch, eager to teach others.



Santa Monica's first universally accessible playground is coming to the beach! The community design process is now underway.

e-workshop: www.facebook.com/smbuap
email: ccs@smgov.net

RESERVE YOUR PARK BBQ AREA TODAY

Planning a barbecue in a park with family or friends just got easier. Reserve one of the BBQ areas at Airport, Clover or Marine Park and enjoy the peace of mind that comes from knowing your spot has been saved. Requests are accepted 3 to 21 days in advance for Santa Monica residents (proof required), or 3 to 14 days ahead for non-residents. The cost is \$50 for residents and \$75 for non-residents. All applicants must sign a waiver.

- Airport Park (3201 Airport Ave): 2 large grills, 6 picnic tables
- Clover Park (2600 Ocean Park Blvd): 4 small grills, 8 picnic tables
- Marine Park (1406 Marine Ave): 4 large grills, 4 picnic tables

To make your reservation, visit the Community Recreation Office in person at Clover Park, or call 310.458.8573, ext. 7. For drop-in gatherings, a calendar will be posted at each site showing what's reserved. Anything not reserved is still available on a first-come, first-serve basis. Groups of 150 and over must obtain an event permit through Community Recreation.

MEMORIAL PARK FITNESS ROOM IS BACK

Looking for an easygoing gym experience with top-notch equipment? Head to the Memorial Park Fitness Room. Open Monday – Friday, noon – 9 p.m., and on weekends noon – 7 p.m. Daily entry is \$3 for residents or \$4 for non-residents. Four-week passes are available at just \$24 for residents or \$32 for non-residents.

SHIFTING GEARS: BIKE ACTION PLAN IN MOTION

Santa Monica's Draft Bike Action Plan has hit the streets, proposing comprehensive bikeway improvements to encourage more people to bike in the city. With close to two-thirds of Santa Monicans owning a bike, and many riding at least a few times a week, the time is right to make biking easier and more convenient. This community-based plan grew out of the LUCE and public workshops, and calls for implementation in partnership with schools, civic groups, employers and businesses. The City Council will consider adopting the final plan later this year.



The Draft Bike Action Plan calls for citywide improvements in the next five years, including new green lanes – bike lanes with special pavement colors - on Broadway, Main and 2nd Streets, new or enhanced bikeways on Michigan Avenue, 17th, Yale and Stewart Streets, and connections to the Expo Bike Path which will parallel the Expo Light Rail Line east of 17th Street. The plan also emphasizes programs to reach new riders and celebrate riding in Santa Monica through events, awareness campaigns, education, encouragement, and enforcement. The plan calls for expanding support facilities like bicycle parking and wayfinding, while coordinating investments and seeking grants for implementation.

Changes to the bicycling landscape are already in progress:

- Hundreds of new bicycle racks have been installed citywide.
- A Beach Bicycle Campus is scheduled to open this fall, where people can improve their bike skills in a fun, car-free environment.
- A Bike Center will soon open Downtown in Parking Structures 7 and 8, providing bicycling services and a secure place to keep your bike when visiting.

Review the Bike Action Plan at www.bikesantamonica.org, and get ready to put your pedal power to work.

50+ & SENIOR PROGRAMS

1450 Ocean Ave | 310.458.8644 | www.smgov.net/seniors

4th Annual Senior & Family Arts Festival

Saturday, September 17, 11 a.m. – 4 p.m.

Moms, dads, grandparents – are you looking for a fun event for your family? Come to the 4th Annual Senior & Family Arts Festival: A Celebration of Life. This free festival provides opportunities for people of all ages to explore their creative sides. You can create an art project, take a Zumba class, visit a laughing workshop, enjoy the art on exhibit, and participate in a drum circle in scenic Palisades Park. For more information call 310.458.8644 or visit www.seniorartsfoundation.org.



Ongoing activities at the Senior Center for those aged 50+ include ballroom dancing, Zumba Gold, yoga, Tai Chi, health education, movies, group exercise, improv, cultural arts workshops and Bridge. Located in beautiful Palisades Park, the Senior Center offers a range of fun and worthwhile activities. And, there's free

Wi-Fi! Everyone over the age of 50 is invited to come by the Center to check it out and meet new friends. Membership in the Center is free. A schedule of activities and other great information is available at our new website: www.smgov.net/seniors.

HEALTHY LUNCH PROGRAM BY WISE & HEALTHY AGING

Stay healthy with good nutrition. Fresh lunches are available to seniors 60+ at locations throughout the city at 11:45 a.m. Reservations must be made in person or by telephone one day in advance between 10 – 11:30 a.m. Suggested donation is \$2.50. M – F: Senior Center 310.458.2219; Ken Edwards Center 310.395.8478; Reed Park 310.458.8315 Thursday Only: Virginia Avenue Park 310.394.9871. Additionally, a hearty box lunch is available on Saturdays on a first-come, first-served basis at the Senior Center from 11 a.m. – 12:30 p.m.

SMC EMERITUS AT SENIOR CENTER & VIRGINIA AVENUE PARK

Check www.smc.edu/emeritus for the fall class schedule.

MEALS ON WHEELS

Healthy meals and in-home visits are available daily to people who are homebound or unable to shop or cook for themselves. Call 310.394.5133, 9 a.m. – 1 p.m. for info.

ADDITIONAL SUPPORT SERVICES FOR OLDER ADULTS

WISE & Healthy Aging and other local service providers offer services including Dial-A-Ride; independent living and caregiver support; money management; health services and care management; housing assistance; volunteer opportunities; friendly home visiting and more. Call 310.394.9871 for more info, or visit www.wiseandhealthyaging.org.

The Senior Resource Directory & Quick Reference Guide is available online at www.smc.edu/emeritus. Hard copies are available at the Senior Center.

Santa Monica Police Activities League

Santa Monica PAL builds trust, community and self-esteem to help youth reach their full potential. Youth ages 6-17 are welcome to learn and experience educational, cultural and recreational programs at the PAL Youth Center for free. Activities offered this fall include classes in homework assistance, culinary arts, sports training, computer classes, basketball camp, Hip Hop dance, and much more.

Youth ages 6-24 can work out and get fit at the PAL Fitness Gym located at Virginia Avenue Park. Free activities include fitness classes, karate, boxing, weight training and open workouts. Coaches and instructors for the program include Santa Monica Police Officers, city staff and volunteers. If you'd like to volunteer, PAL is always looking for volunteers to help with homework, special events and field trips – call 310.458.8688.

PAL YOUTH CENTER AT MEMORIAL PARK

1401 Olympic Blvd.

Hours: Mon-Fri noon-10 p.m., Sat noon-6 p.m.

Friday nights w/PAL for youth ages 13-17, 6 p.m.–1 a.m.

Weekly signup required.

PAL HOMEWORK ROOM

Hours: Mon-Thu 2:30 – 6:30 p.m.

Computers available until 9 p.m.

PAL FITNESS GYM @ VIRGINIA AVENUE PARK

2200 Virginia Avenue

Hours: Mon-Fri noon-8 p.m., Sat 9 a.m.-5 p.m.

1401 Olympic Blvd. | 310.458.8988 | www.smgov.net/pal

Volunteer Santa Monica

We know you've got many talents and interests to share! You can put them to good use at the city's Animal Shelter, Santa Monica Public Library, Westside Special Olympics, Farmers Market, Senior Center and elsewhere by volunteering with us. Get started today by calling 310.458.8300 ext. 5429, or email vol@smgov.net.

VIRGINIA AVENUE PARK VOLUNTEERS

We're always in need of tutors, reading partners, event support or Saturday Kidz Zone helpers. Please call 310.458.8688 for more info.

Check Out The Cove

Pole jams, manual pads and rainbow rails are just a few of the new transition and street skate features you'll find at The Cove Skatepark (1401 Olympic Blvd). Come to skate or take part in the fun programs and events at this state-of-the-art 20,000 square foot facility. The Cove is staffed and safe. Elbow and knee pads and a helmet are required, along with registration. Kids 17 and under must be accompanied by a parent/legal guardian to register. Open daily noon – 10 p.m. (The Cove has lights!).

For more information, call 310.458.2201 ext 2020.



Rosie's Girls Honored

Rosie's Girls Santa Monica has been honored by the League of California Cities for its innovative curriculum that engages youth in the community and local government. The 2011 Ruth Vreeland Award recognizes outstanding cities that deliver the highest quality programs and services. While Santa Monica's Rosie's Girls program is based on a national model, we extend the program with a financial literacy section that gives participants a behind-the-scenes look at what it takes to build a city budget. After an overview of the process, participants debate very real social and economic issues at a mock City Council meeting. Through lessons that simulate dilemmas that council members and city administrators may face, girls gain a better understanding of their role as citizens and how divergent community perspectives influence city work.



Rosie's Girls is a program that helps girls in middle school build confidence and leadership skills through creative expression, a community service project, physical challenges and critical thinking about gender equity.

Visit www.smgov.net/rosiesgirls for information.

VIRGINIA AVENUE PARK | 2200 Virginia Avenue | www.smgov.net/vapark | 310.458.8688

AFTER SCHOOL ADVENTURES (Ages 6-14)

It's back-to-school time, and that means after-school fun! Our popular after-school program provides free educational, recreational and cultural arts programs at Virginia Avenue Park. Tutorial and homework assistance programs will be available, including school supplies for students from low-income households. Fun field trips, art workshops, martial arts and boxing can also be found in this beautiful park setting.

SATURDAY KIDZ ZONE

Our popular Saturday spot for kids and families just keeps growing. Youth up to age 13 are welcome to drop in from 9 a.m to 2 p.m. each week throughout the season for arts and crafts, sports, cooking and much more! Drop by and check it out!

TEEN CENTER

- **Did you know** that the Teen Center at Virginia Avenue Park can support you in fulfilling your educational goals? At the Teen Center, there are exceptional tutors and professors at your service Monday through Thursday from 3:30 to 5:30 p.m. The Center not only provides academic assistance and college counseling but also job readiness. On Wednesdays, both Jewish Vocational Services and Chrysalis have office hours at the park.
- **Did you know** that the Teen Center at Virginia Avenue Park has six different artists in residence? Every Tuesday, Wednesday and Thursday night, you can learn from talented artists and share your creative ideas in urban art, digital media, silk screening and deejay.
- **Did you know** that the Teen Center at Virginia Avenue Park has leadership and

community service opportunities?

Join the Teen Center Leadership group and get involved in your community! Meetings are on Wednesday evenings.

Youth 14-24 that live or attend school in Santa Monica are welcome to take part in all that the Teen Center has to offer. Besides the free programs described here, the Teen Center also offers sports programs, like bowling, golf, volleyball or 3-on-3 basketball.

The Teen Center actively partners with agencies that provide both employment and mental health services. Jewish Vocational Services, Chrysalis and St. John's Health Center provide referrals for mental health services to youth and families.

We love active parent involvement – parents are invited to attend informative meetings held every second Friday of each month.



Tickets required for some events.
For more information and updated scheduling
visit www.goodfoodfestivals.com

The Santa Monica Farmers Market program marks its 30th anniversary in 2011. Join us in celebrating 30 years of locally and sustainably grown food at the Good Food Festival, five days of programs and special events that celebrate the accomplishments of the Santa Monica Farmers Market and build the long-term capacity of the sustainable and local food movement in the region.

WEDNESDAY, SEPTEMBER 14

Santa Monica Farmers Market | 8:30 a.m. – 1:30 p.m.
Downtown at 2nd and Arizona

Amelia Saltsman, author of *The Santa Monica Farmers Market Cookbook*, kicks off the festival with cooking demos featuring farmers and fresh produce from the renowned Wednesday Farmers Market.

Good Food Film Screening and Panel Discussion
7:30 p.m. | Aero Theater

Featuring *The Harvest/La Cosecha*, a moving new documentary about child migrant workers in the United States. Panel discussion moderated by Lisa Lucas Talbot of *Slow Food Los Angeles*.

THURSDAY, SEPTEMBER 15

Opening Symposium: Celebrating 30 Years of the Santa Monica Farmers Market | 7 p.m. – 10 p.m.
Barnum Hall | Santa Monica High School

“Rock-star” farmers, local and national food experts, world class chefs, and prominent political leaders discuss the impact of the market’s work and how it continues to fulfill its mandate of growing local food and supporting local farmers.

FRIDAY, SEPTEMBER 16

School Food FOCUS Showcase | 9 a.m. – 5 p.m.
Santa Monica College

School Food FOCUS and local partners will lead a day of programming focused on moving school food procurement towards more healthful, regionally-sourced and sustainably-produced options.

SATURDAY, SEPTEMBER 17

LOCALICIOUS Gala Celebration | 7:30 p.m. – 10 p.m.
Annenberg Community Beach House

30 Farmers. 30 Chefs. 30 Years. The Grand Tasting Gala of the Year brings together LA’s top chefs and Market farmers at the spectacular Annenberg Community Beach House to showcase the best of the season with signature creations and anniversary dishes. Tickets available through www.goodfoodfestivals.com

GOOD FOOD FESTIVAL AND STREET FAIR

Saturday, September 17 and Sunday, September 18 | 10 a.m. – 7 p.m. | Santa Monica High School

Two amazing days of celebrating farmers and food with exhibitions, family farmers and artisanal producers. Enjoy street food from vendors that source from the Santa Monica Farmers Market and browse our food-focused bookstore with author signings.

GOOD FOOD FOR THOUGHT:

A two-day series that thoroughly examines the Good Food Movement. Discuss the Good Food Revolution with farmers, CEO’s, writers, activists, ranchers, and other thought leaders in the movement.

Saturday: 10 a.m. | Good Food Revolutionaries
12 p.m. | Media and Food
2 p.m. | Can Local and Organic Feed the World?
4 p.m. | 21st Century Meat and Dairy

Sunday: 10 a.m. | Urban Farming / Homesteading Best Practices
12 p.m. | Food and its Environmental Impact
2 p.m. | Fair Food - Can Good Food Be Available to Everyone?
4 p.m. | So You Want to Be a Farmer?



MASTER FOOD PRESERVERS SERIES Saturday and Sunday, 10 a.m. to 6 p.m.

Learn the secrets to preserving from certified Master Food Preservers, and watch expert bakers and chefs whip up seasonal delights! From homemade cheese to bacon marshmallows to jam, pickles, and pies you will take home the skills to fill your larder with the best of the market’s local seasonal bounty.

GROW YOUR OWN! Saturday and Sunday, 10 a.m. – 5 p.m.

Grab your gardening gloves and hat and bring your questions, your curiosity, and your family to Grow Your Own. Garden basics, seed starting and saving, fruit trees, container gardening, backyard chickens, bee keeping, worm composting, pest control and more.

CHEFS AT PLAY Saturday and Sunday, 10:30 a.m. – 4 p.m.

Cooking demonstrations pairing great local farmers with some of America’s finest chefs. All chefs featured are loyal customers of the Santa Monica Farmers Market and have contributed greatly to its success!

Confirmed chefs include: Susan Feniger and Mary Sue Milliken (Border Grill), Suzanne Goin (AOC, Lucques, Tavern), Eric Greenspan (The Foundry), Evan Kleiman (Angeli Caffe), C.J. Jacobsen (The Yard, Top Chef), Mark Peel (Campanile), Nancy Silverton (Mozza), Sherry Yard (Spago), Sang Yoon (Father’s Office, Lukshon) and more.

Visit www.goodfoodfestivals.com for more information, tickets and updated schedule of events.

WPA AGRICULTURAL ART EXHIBIT | SANTA MONICA HIGH SCHOOL

Throughout the Festival

Santa Monica High School was a beneficiary of the ambitious Works Project Administration (WPA) program in the 1930’s, gaining four new buildings, and two pieces designed by the well-known abstract painter Stanton McDonald-Wright. Original artworks depicting scenes of farms and farmers in the Los Angeles area have been housed at Santa Monica High School and will be displayed as part of the Santa Monica Farmers Market’s 30th Anniversary Celebration.

Six of these images have been made into posters and are available for sale to the public with proceeds to support the Santa Monica Arts Council, a campus-wide school arts organization.





Let the Spirits Move You to the Santa Monica Pier Aquarium

Get in the spirit of the season on October 22 and 23 at Heal the Bay's Santa Monica Pier Aquarium when the marine science center celebrates Halloween and Dia de los Muertos (Day of the Dead). The Aquarium has spooky, family-friendly activities planned both days from 12:30 to 5 p.m.

Experiment in the mad scientist laboratory, tip toe through the marine animal graveyard, and create colorful Dia de los Muertos crafts and masks. Both days will feature a glow-in-the-dark bioluminescence presentation at 1:30 p.m., and don't miss the "Invasion of the Body Snatchers" at 3 p.m., a fascinating session on the amazing abilities of marine parasites. Face painting and spooky story times are scheduled throughout the weekend as well.

Heal the Bay's Santa Monica Pier Aquarium is located beach level at the Santa Monica Pier, 1600 Ocean Front Walk. Admission is free for children 12 and under when accompanied by an adult. \$5 suggested donation for ages 13 and up, \$3 admission per person required. For groups of 10 or more, the fee is \$2 per person.

Call 310.393.6149 for more information or visit www.healthebay.org/smpa.

Library Film Series Bridges the Generation Gap

The Santa Monica Public Library presents "Cinema Connections," a free film series designed to generate discussion and understanding between teens and older adults, on selected Saturdays this October and November.

Pixar's animated hit *Up* will screen on October 1, followed by *Freedom Writers* on October 22 and the documentary *Young@Heart* on November 5. Each screening will be followed by a guided discussion about how the film portrays older adults and/or teens.

Each event will take place from 2 to 4:30 p.m. in the Multipurpose Room at the Main Library.

The series is sponsored by the Older Adult Task Force of the Lifelong Learning Community Project, the Santa Monica Public Library and its Teen Advisory Council, Rosie's Girls, and the Virginia Avenue Park Teen Center. For more information, call 800.516.5323.

ANNENBERG COMMUNITY BEACH HOUSE | 415 Pacific Coast Highway | 310.458.4904

SEPTEMBER SPECIALS

There's still time for a few last dips in the heated pool, weekends through September from 10 a.m. – 4 p.m., first-come, first-served, no reservations. Weekend canopy reservations are available from 10:30 a.m. – 3:30 p.m. Beach House paddleboards are available to rent seven days a week through September. Paddleboard classes will run through October 16. Drop in for one class or take a four-class series.

PLANNING AN EVENT?

An event space like no other, the award-winning Beach House is available to rent for meetings, conferences, social events and as a location for photo, film and TV shoots. If you're planning something special, give our Event Services team a call at 310.458.4934.

THROUGHOUT THE YEAR

Our popular yoga for adults, Yoga Buddies for youth, synchronized swim and beach volleyball classes continue year round. Check the website for up-to-date information.

Weather-permitting, we'll have a few more off-season and holiday pool days sprinkled throughout the year.

BEACH=CULTURE

Our popular series of free concerts, readings, lectures and workshops continues throughout the year. For details, please visit us at www.annenbergbeachhouse.com/cultural-programs.

In honor of Marion Davies' own artistry and her support of artists, and to further the work of the City of Santa Monica to promote the arts, the city sponsors periodic artist residencies based in a workspace at the Marion Davies Guest House. To receive notifications about performances and artist residencies, email beachhouse@smgov.net or call 310.458.4904.

If you haven't been to the Marion Davies Guest House, come learn about the site's illustrious history. Complimentary tours with Santa Monica Conservancy docents are available. And did you know that you are welcome to spend time in the Guest House during public hours? Bring your laptop, a book, your card buddies and spend a few leisurely hours in this gracious historic house.

Cultural Abstraction, Contemporary Figurations: the Work of Seven Contemporary Figurative Painters in Santa Monica is on exhibit through November 13 in the gallery.

LET'S STAY IN TOUCH!

We invite you to receive up-to-date information on pool openings, new programs, classes and opportunities. Like us on Facebook and sign up for the Beach House e-newsletters!

Visit www.annenbergbeachhouse.com, call 310.458.4904 or email beachhouse@smgov.net for information on seasonal hours, classes, parking and more.

The Annenberg Community Beach House is wheelchair accessible and ADA compliant. For disability related accommodations, please call Guest Services at 310.458.4904.



THE SAND & SEA FITNESS ROOM HAS MOVED TO ITS OFF-SEASON LOCATION AT MEMORIAL PARK. FOR MORE INFORMATION ON HOURS AND FEES, PLEASE CALL 310.458.4939.

BIG BLUE BUS Getaways!



Visit some of Southern California's best places – and let Big Blue Bus do all the driving!!

LITTLE ITALY, SAN DIEGO | Sunday, October 9

Celebrate Italian culture on the streets of San Diego during one of the largest single-day Italian-American festivals. Enjoy live entertainment and artwork, vendors and delicious Italian food. \$40 adults/seniors; \$35 children under 12

OLD TOWN TEMECULA/PECHANGA RESORT & CASINO | Saturday, November 19

Go back in time as you stroll through the rustic buildings, beautiful vineyards, and natural beauty of the historic old west. The Pechanga Resort & Casino has over 2000 slot machines, 158 table games, a state-of-the-art non-smoking poker room, and exceptional restaurants and entertainment. \$40 adults/seniors; \$35 children under 12 (Casino is 21 and over)

TICKET INFO Tickets for these fun Getaways are on sale now. Prices include round-trip transportation; meals and other activities are not included. Getaways depart from the Santa Monica College Main Campus parking structure at 18th Street and Pico Boulevard promptly at 9:00 a.m. and leave the destination at 5 p.m. Call 310/451-5444 (TTD: 310/395-6024) for a brochure or visit www.BigBlueBus.com for more information.

Santa Monica Convention & Visitors Bureau is Internationally Recognized!

Santa Monica Convention and Visitors Bureau (SMCVB) has been recognized for its commitment to achieving a higher standard in destination marketing with an official accreditation from the Destination Marketing Association International



(DMAI), the world's largest advocate and definitive resource for official destination marketing organizations and professionals worldwide.

"SMCVB earning this major industry recognition proves the credibility, dedication and commitment to international standards and benchmarks on behalf of our community," said City Manager Rod Gould. "We count on the good work of SMCVB to convey to the world all that Santa Monica has to offer."

Learn more about SMCVB at www.santamonica.com/tourismworks

ARTIFACTS

Do you get your weekly dose of arts & culture? The Palette will keep you in the know. This weekly email newsletter highlights hand-picked events and activities happening in Santa Monica each weekend. Sign up at www.smgov.net/arts.

Coming Soon to the Civic Auditorium

- International Gem & Jewelry Show - September 23 – 25 www.intergem.com
- Alt Car Expo – September 30 and October 1 www.altcarexpo.com (See ad on back page)

On Stage @ the Miles

The historic Miles Playhouse presents family-friendly performances year-round. For a current schedule, visit www.milesplayhouse.org or call 310-458-8634.

■ SEPTEMBER 8-11 & 15-18

The Hart Pulse Dance Company presents THE MIX MATCH DANCE FESTIVAL. Over 20 companies will perform pieces over these two weekends of dance. For schedule, tickets and information please visit www.hartpulsedance.com

■ SEPTEMBER 22-25 & SEPTEMBER 29 – OCTOBER 2

The Pacific Opera Project presents DON GIOVANNI. For schedule, tickets and information please visit www.pacificoperaproject.org

■ OCTOBER 13-16, 21-23 & 28-30

G.K. Chesterton Theatre Company presents VIVA CRISTO REY. For schedule, tickets and information please visit www.gkchestertontheatre.org



How Can You Protect Santa Monica's Coastline and maintain our Beaches' "A" rating?



Purchase the California Coastal Commission and the Department of Motor Vehicles' new Whale Tail® Specialty License Plate. Proceeds from Whale Tail license plate sales go to coastal conservation, education, and recreation programs such as Heal the Bay and the local chapter of Surfrider Foundation.

Mayors throughout California are competing in a friendly competition to see which city claims the most sales as a percentage of population of Whale Tail Ecoplate sales between August 2 and Coastal Cleanup Day on September 17. Since our citizens care so much about our coast, Santa Monica should boast a strong showing!

To purchase a Whale Tail license plate visit www.ecoplates.com

New Heroes Celebration October 5, 4-6 p.m., Le Merigot Hotel

Join us as we welcome our new police officers, firefighters, educators & administrators and honor this year's Inspirational Hero, an award given to an educator, firefighter, and police officer each year who has demonstrated extraordinary service to the youth of our community. Sponsored by the Santa Monica Chamber of Commerce, this is a wonderful opportunity for the community to welcome our newest public servants.

As part of the program all new educators, police officers and firefighters are introduced by a representative from each respective organization. Appetizers and beverages will be served in the poolside courtyard.

Tickets are \$25 through September 30 and only \$5 with a student ID. The event is free to new educators, police officers and firefighters.

For information and tickets, visit www.smchamber.com/newheroes or call 310.393.9825

ADULT PROGRAMS FALL 2011

A sampling of upcoming programs.
For complete program information, visit www.smpl.org.

MAIN LIBRARY

Cycling for Beginners An overview of the multiple health benefits of cycling. Thu 9/22, 7 p.m. MLK Jr. Auditorium

Los Angeles Flute Orchestra Classical favorites & new works by local composers performed live. Sat 9/24, 1 p.m. MLK Jr. Auditorium

Chamber Music Palisades An afternoon concert featuring flute, oboe, clarinet and piano. Sat 10/1, 3 p.m. MLK Jr. Auditorium

The Fabulous Beekman Boys
Brent Ridge & Josh Kilmer-Purcell present and sign *The Beekman 1802 Heirloom Cookbook*.
Sun 10/9, 2 p.m.
MLK Jr. Auditorium



Linda Evans presents Recipes for Life The *Dynasty* star discusses her new book, part memoir, part recipe book. Sat 10/22, 1 p.m. MLK Jr. Auditorium



Kevin Sorbo presents True Strength Star of TV's *Hercules & Andromeda* discusses and signs his autobiography. Tue 11/8, 7 p.m. MLK Jr. Auditorium

FAIRVIEW BRANCH LIBRARY

IDIY: Homemade Books Spend a relaxing evening making a book with Erin Zamrzla, author of *At Home with Handmade Books*. Tue 10/4, 7 p.m.

Cheese 101 Learn the history, origin and the basics of cheese with Andrew Steiner of Andrew's Cheese Shop. Call 310.458.8681 to register. Tue 10/18, 7 p.m.

Fairview Literature Book Group Saturdays at 11 a.m.
9/5 *The Day of the Locust* by Nathanael West;
10/8 *Great Tales and Poems* of Edgar Allan Poe;
11/12 *On the Road* by Jack Kerouac

MONTANA AVENUE BRANCH LIBRARY

When Stress Is Good For Children Dr. Mary Jane Rotheram-Borus discusses how stress can benefit children. Thu 10/20, 7 p.m.

Mystery Book Group Wednesdays at 7 p.m.
9/14 *The Book of Air and Shadows* by Michael Gruber; 10/12 *Crocodile on the Sandbank* by Elizabeth Peters

Montana Avenue Branch Book Group Wednesdays at 7 p.m. 9/21 *The Talented Miss Highsmith* by Joan Schenkar; 10/19 *The Lacuna* by Barbara Kingsolver

OCEAN PARK BRANCH LIBRARY

Ocean Park Book Group Saturdays at 11 a.m.
10/1 *Cutting for Stone* by Abraham Verghese;
11/5 *The Zookeeper's Wife* by Diane Ackerman

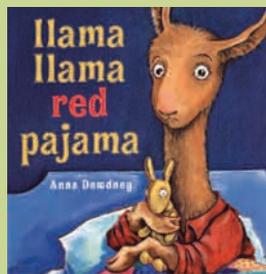
Pulitzer Prize Winners Book Group *A Confederacy of Dunces* by John Kennedy Toole. Sat 10/15, 11 a.m.

History of Film Series Presented by documentary filmmaker Elaina Archer. Saturdays at 2 p.m. 10/1 *The Misfits* with Marilyn Monroe; 11/5 Mae West

YOUTH PROGRAMS

MAIN LIBRARY

Llama Llama Pajama Party! A Read for the Record Event
Join children and adults across America and be part of a record-setting story event. Come in your pajamas! Ages 3 and up. Thu 10/6, 7 p.m.



A Glimpse Into the Zapotec Civilization

Gabriel Martinez and children's musicians present a memorable performance depicting an oral history of the Zapotec civilization through music and dance. All ages. Sat 10/8, 2 p.m. MLK Jr. Auditorium

Harvest Festival! Celebrate the fall season with crafts and exciting performances! Costumes encouraged. All ages. Sat 10/22, 2-5 p.m.

Programs for Teens:

Teen Advisory Council Get volunteer credit and plan programs for the library. For grades 9-12. Every other Monday beginning on 9/19

Teen Volunteer Information Session Find out what volunteer opportunities are available this fall. Thu 9/22, 4 p.m.

SAT Essay Workshop Get tips and tricks on improving your SAT essay with author and teacher Jodi Fodor. Mon 10/3, 7 p.m.

Nuts and Bolts: Completing the Application and Writing a Killer Personal Statement With Diana Hanson of College Mentors. Mon 10/17, 7 p.m.

FAIRVIEW BRANCH LIBRARY

Family Gardening Workshop Learn the essentials of fall planting with Master gardener Emi Carvell. Space limited –

registration begins 9/3. Ages 5-10. Sat 9/17 & 10/15, 10 a.m.-12 p.m.

Parenting Programs:

How to Achieve Optimal Health for Your Child Dr. Pejman Katerai will discuss nutrition, stress, environmental toxins and the factors that influence your child's health. Mon 9/26, 7-8:45 p.m.

Mindful Parenting Dr. Ellie Zarrabian will teach three simple steps to becoming a more mindful parent, which is a key factor in creating a healthy family. Mon 10/24, 7-8:45 p.m.

MONTANA AVENUE BRANCH LIBRARY

Llama Llama, Red Pajama: A Read for the Record Event
Join children and adults across America and be part of a record-setting story event. Ages 3 and up. Thu 10/6, 11:15 a.m.

Note: The Montana Branch Library will be closed for approximately three weeks in mid-October for interior improvements, including installation of shelving and carpeting. Call the branch or check the Library website, www.smpl.org for details and exact dates.

OCEAN PARK BRANCH LIBRARY

Royal Reading Story Time A fun, fairy-tale workshop for children ages 3-8. Tue 9/27, 6:30 p.m.

Halloween Ha Ha's What's so funny about Halloween? Find out at this puppet show with stories, songs and lots of fun. Tickets available on the day of the program after 12 p.m. Sorry, no phone reservations. Tue 10/18, 3:30 & 4:30 p.m.

Youth & Family Chess Every Wednesday from 3-6 p.m. All levels and ages are welcome. Parents too!

SANTA MONICA MAIN LIBRARY AND BRANCH INFORMATION

Main Library
601 Santa Monica Blvd., 310.458.8600

Fairview Branch
2101 Ocean Park Blvd., 310.458.8681

Montana Avenue
1704 Montana Ave., 310.458.8682

Ocean Park Branch
2601 Main St., 310.458.8683

Library Hours

Main Library: Mon-Thu 10 a.m.-9 p.m.;
Fri/Sat 10 a.m.-5:30 p.m.; Sun 1-5 p.m.

Branches: Mon-Thu noon-9 p.m., Sat 10 a.m.-5:30 p.m. Closed Fri and Sun.

Big Blue Bus Routes

Main Library Lines 1, 2, 3, 7, 8, 9, 10

Fairview Branch Lines 6, 8, Sunset Ride and Crosstown Ride

Montana Avenue Line 3 and Crosstown Ride

Ocean Park Branch Lines 1 and 8

Bike parking available.

All city libraries are wheelchair accessible. To request a disability-related accommodation for events, call the library at 310.458.8600 (TDD 310.395.8499) at least three business days in advance.



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CITY COUNCIL MEETINGS

The Santa Monica City Council regularly meets at 5:30 p.m. on the second and fourth Tuesday of every month in Council Chambers, located at City Hall, 1685 Main Street. Upcoming City Council meetings are scheduled for:

- September 13 & 27
- October 4, 11 & 25 (*October 4 is a special meeting on the Airport Visioning Process*)
- November 1, 8 & 22 (*November 1 is a special meeting on Business Improvement Districts*)

Visit www.smgov.net/council for more information or to check the status of upcoming agenda items. City Council meetings are broadcast live on CityTV cable channel 16 and streamed at www.citytv.org. Regular meetings air on 89.9 KCRW from 8 p.m. to midnight.

City Council meetings are open to the public. Public comment may be made in person at the City Council meeting, or prior to the meeting via regular U.S. mail, e-mail, or by fax to:

1685 Main Street, Room 209
 Santa Monica, California 90401
 Phone: 310.458.8201
 Fax: 310.458.1621
 Email all Council members: council@smgov.net



Participate in Creating the Vision for the Future of Santa Monica Airport

How will the airport serve the community in 5, 25 or 50 years? How can it become more neighborhood-friendly and sustainable? The City Council meeting on October 4 is an important step in making those decisions together. You are invited to attend this special meeting of the City Council to find out more

about the Airport Visioning process, and to participate in subsequent community visioning meetings. Experts from RAND, HR&A and PointC will report out on Phase I of the process and present a timeline and schedule for Phase II.

Special Santa Monica City Council Meeting / Tuesday, October 4
Check www.smgov.net/council for start time.

Attend the City Council meeting in person, watch it live on City TV channel 16 or at www.citytv.org, or watch the replay on CityTV channel 20 or on our archive site.



Sixth Annual City of Santa Monica

2011 AltCar Expo & Conference

Friday, September 30th
Saturday, October 1st
10am – 5pm

Santa Monica Civic Auditorium

FREE ADMISSION
 to Expo Floor, Ride & Drive Area,
 Speakers Sessions

Contact Platia Productions at 310-390-2930, ext 3 for further information.

Please visit our website for details.

www.altcarexpo.com

