

SEASCAPE

A P U B L I C A T I O N O F T H E C I T Y O F S A N T A M O N I C A



REVISED FOR 2008— CITY OF SANTA MONICA CUSTOMER SERVICES DIRECTORY

The city's Customer Services Directory, available in booklet, CD and on-line formats, has been very popular with residents since its introduction in 2004, and the 2008 edition—now available at many city service counters—is expected to prove just as popular. With a colorful, easy-to-spot booklet cover, the directory contains expanded and updated A to Z listings of city departments, divisions, services and programs, as well as other useful consumer information, with phone numbers and street and e-mail addresses. It also includes the index to more than 300 recorded and on-line "City Hall On

Call" information messages. Pick up your booklet or CD at the City Hall Information

Desk, Ken Edwards Center, Public Safety Facility, all city libraries and at many other locations. Or, visit www.smgov.net/services to view the on-line directory, with links to hundreds of web pages.



COMMUNITY MEETINGS PROVIDE INPUT FOR FY08/09 BUDGET

In the second year of a new tradition, City Manager P. Lamont Ewell and department directors engaged local residents this winter in a series of discussions about community priorities. Five meetings were held with community members in November, December and January, sponsored by local neighborhood associations. Residents shared their views and suggestions about a host of topics that affect the city as well as critical needs and projects. Ewell briefed residents on the local economy, the city's five-year financial forecast, and projects occurring in their specific neighborhoods.

Feedback on community concerns and priorities from these meetings will inform city staff as we build the budget for Fiscal Year 2008-2009. On February 12, 2008, Council will hold its annual hearing to take public testimony on community budget priorities, beginning at 6:45 p.m. in the Council Chamber at City Hall.

Community input is still welcomed and encouraged, even after the public hearing. An easy-to-use web form is available from a link on the city's home page at www.smgov.net; e-mail may be sent to budget@smgov.net; postal mail to City Council, 1685 Main Street, Room 209, Santa Monica 90401; or fax suggestions to (310) 917-6640.

The proposed budget documents will be available for public review in mid-May, on-line and at city libraries and City Hall. Budget study sessions are scheduled for May with Council's final adoption of the budget set for June 2008.



SO LONG, STYROFOAM® ...

And other non-recyclable plastics, too! As of February 9, 2008, food service providers in Santa Monica will be giving up expanded polystyrene (Styrofoam®) and non-recyclable plastics in favor of more earth-friendly packaging.

Expanded and clear polystyrene to-go containers, marked #6 on the bottom, make up a large amount of the waste that ends up on Santa Monica beaches. The material breaks apart into ever smaller pieces over time, but does not biodegrade—it can last for hundreds of years. Marine scientists now recognize plastics pollution as being one of the greatest challenges of our time.

Santa Monica's groundbreaking ban went into effect on February 9, 2007, and food service providers were given one year to make the switch, but they do not have to do it alone. The city has hired staff and has an innovative outreach program in place to help local businesses find new packaging solutions. For more information contact Josephine Miller of the Environmental Programs Division at 310-458-4925 or visit www.smepd.org/container.

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., with payment and permit services available every Friday. “Closed Fridays” for most city offices (reducing car trips and improving air quality) for the next three months are February 1, 15 and 29, March 14 and 28 and April 11 and 25. All city offices will be closed on Monday, January 21 for the Martin Luther King, Jr. holiday and on Monday, February 18 for Presidents’ Day.

NEW IN TOWN? Our new resident information packet is just the thing for those who’ve recently made their home in Santa Monica—just send an e-mail request to 411@smgov.net or call (310) 458-8411 and we’ll pop one in the mail. Included in the packet are the city’s 2008 Customer Services Directory, maps, parking and bus information, Family Guide and more. The packet is also available at the Information Desk in the City Hall lobby.



SANTA MONICA

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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 Santa Monica SeaScape
 City of Santa Monica
 1685 Main Street
 Santa Monica, CA 90401

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Diane Kuntz Design

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 917-6626).

CLEAN BAY RESTAURANT PROGRAM

The City of Santa Monica recently partnered with the Santa Monica Bay Restoration Commission (SMBRC) to implement the Clean Bay Restaurant Certification Program, which recognizes local restaurants doing their part to prevent pollution of our beach and Santa Monica Bay. This same program has been already been successfully introduced in Redondo Beach, Hermosa Beach, Manhattan Beach and Torrance.



Restaurants are high-priority sites for pollution potential because of the large quantity of waste they generate. Improperly handled oil, grease and refuse can adversely affect sewer and storm drain systems—and, consequently, Santa Monica Bay—so local restaurants must take extra precautions in their daily operations. Although many consistently employ pollution-preventing measures, annual inspections and an increase in citizen complaints have revealed that a number of our restaurants still remain out of compliance.

To achieve Clean Bay Restaurant certification, a restaurant must:

- ▲ Monitor its waste grease
- ▲ Keep outdoor and dumpster areas clean
- ▲ Implement green programs such as water conservation, food scraps recycling, and be Styrofoam® free
- ▲ Educate and train its staff, contractors and vendors on Clean Bay requirements.

Currently, five percent of Santa Monica restaurants are program participants. Be sure to check for a “Clean Bay Restaurant Certified” placard in your favorite restaurant’s window!

FOR MORE INFORMATION ON THIS PROGRAM, PLEASE CALL THE CITY’S WATER RESOURCES PROTECTION PROGRAMS STAFF AT (310) 458-8235.



HELPING THE HOMELESS—BY GIVING MORE EFFECTIVELY

How do you respond when asked, “Can you spare some change?” For many of us, this question poses a dilemma—we want to help those down on their luck, but is this the right thing to do? Most experts agree that giving money to panhandlers doesn’t really help. According to a recent evaluation conducted for the city, 80% of Santa Monica’s homeless population uses drugs or alcohol. Giving money directly to individuals gives them resources to feed their addictions and live on the streets instead of accessing available services, ensuring our streets will continue to be crowded with panhandlers. But there are alternative ways to give positively.

The City of Santa Monica will soon launch a public education campaign about panhandling and long-term solutions to homelessness. The campaign will encourage residents and tourists to direct their generosity more effectively, such as by supporting services and housing for homeless individuals. Watch for more information about how to help without giving money to panhandlers in coming issues of SeaScape and on-line at www.smgov.net.

Bringing It Home:
**E-NEWS ABOUT HOMELESSNESS
 IN OUR COMMUNITY**

*What is the city doing to address homelessness?
 What are the regional issues affecting homelessness in Santa Monica? To have answers to these questions and more delivered to your in-box each month, sign up for the “Bringing It Home” e-newsletter at www.smgov.net/hsd.*



W IT'S OUR FUTURE – LET'S SHAPE IT TOGETHER!

What will Santa Monica look like in 5, 10 or 20 years? A plan that builds on sustainability, livability and guides transportation and development in Santa Monica through the year 2025 requires extensive involvement to ensure that the vision reflects community values and expectations. The benefit of a master planning process is that the entire framework of the city is examined comprehensively. To date hundreds of community members have participated in developing the City's next General Plan Land Use and Circulation Element (LUCE) through a series of eight workshops. We have been working together to achieve a consensus that will provide certainty to our residents and the business community as well.

Workshops are designed to be informative and to involve the community in hands-on exercises. Past workshops articulated principles that were endorsed by the Council to guide development of the plan. Key principles developed to date include:

- ▲ Protect and preserve all neighborhoods;
- ▲ Create attractive gathering and shopping areas within walking distance of all residents;
- ▲ Focus opportunities on corridors and in other areas of the city that can or will provide excellent transit service;
- ▲ Enhance pedestrian and bicycle networks throughout the city;
- ▲ Actually reduce citywide congestion through management strategies focused on employers, schools and other generators of traffic;
- ▲ Ensure that any new development results in benefits for the community;
- ▲ Increase the amount of parks and open spaces in the city.

The next several months will be extremely critical to the shaping of the plan. Three new community workshops will focus on Santa Monica's boulevards, transportation and future housing and mixed-use development.

Boulevards: February 9, 9:30 a.m. to 3 p.m., John Adams Middle School Cafeteria

Exploring opportunities for transit, walkability, neighborhood-serving uses and workforce housing.

Transportation 3: March 1, 9:30 a.m. to 3 p.m., Santa Monica High School Cafeteria

Reducing congestion and enhancing mobility by addressing the number of cars and car trips in Santa Monica.

Future Housing and Economic Development: March 15, 9:30 a.m. to 3 p.m., John Adams Middle School Cafeteria

Integrating land use with economic, transportation and housing needs.

We look forward to hearing your input at these very important workshops. For those who have been participating, thank you, and please stay with us to see this through. And if you haven't been involved yet, it's not too late to have your say in shaping the future of Santa Monica!

FOR MORE INFORMATION ON LUCE, VISIT WWW.SHAPETHEFUTURE2025.NET OR CALL 310-458-8341



I SPOTLIGHT ON CONSTRUCTION SAFETY FOR KIDS

In December, the city's Civil Engineering & Architecture Division introduced a new workshop designed to teach young children about the importance of staying away from construction sites. Aimed at kindergarten through third grade students, the "Stay Safe, Stay Away" workshop features an introduction to construction zones, including road signs and what they mean; a video presentation; and a workbook that reinforces the message to stay away from dangerous work zones. Enthusiastic second graders at John Muir Elementary School were the first workshop participants. "It was apparent that young children are receptive to the message and are aware of the possible dangers," noted Senior Public Works Inspector Randall Martinez, the workshop presenter.



TO FIND OUT HOW TO BRING THIS PROGRAM TO YOUR CHILD'S SCHOOL,
OR FOR MORE INFORMATION, PLEASE CONTACT CIVIL ENGINEERING AT (310) 458-8721.



LEADERSHIP SERIES 2008

GET CONNECTED—OR RECONNECT— ON MARCH 4

Find out how to keep "connected" at our next Leadership Series class on Tuesday, March 4. The popular session that explored the city's multi-faceted and award-winning web services last year is being updated for 2008 and will be presented in the multipurpose room at the Santa Monica Public Library, 601 Santa Monica Blvd., from 7 to 9 p.m. Led by city staff from the City Manager's Office, Information Systems Department, Cultural Affairs Division and the Library, the two-hour course will take a look at how the city's website connects citizens to their local government—and what the future holds.

As with all Leadership Series sessions, this course and materials are free, but advance registration is requested! Please register on-line at www.smgov.net/leadership or call (310) 458-8301 for more information or disability accommodations.

THE SANTA MONICA PUBLIC LIBRARY IS WHEELCHAIR-ACCESSIBLE AND IS SERVED BY BIG BLUE BUS LINES 1, 2, 3, 4, 5 7, 8 AND 9.



WHAT'S NEW IN PARKS & AT THE BEACH

- ▲ *Lots of things are happening at **PALISADES PARK!** Newly renovated restrooms near the Senior Recreation Center are open, the shuffleboard court has a new shade canopy, and the stormwater diversion facility at Wilshire & Ocean will be completed in January 2008.*
- ▲ *Just in time for spring planting, **PARK DRIVE** community gardens will soon be home to 25 new plots (including one that's wheelchair-accessible). There is already a waiting list for plots! For more info about community gardens at Park Drive, Main Street or Euclid Park, please call (310) 458-8300.*
- ▲ *New restrooms are coming to **STEWART PARK** in early 2008. The west side of Stewart Street (between Exposition and Delaware) is closed during construction.*
- ▲ *Take a load off and watch the sunset from new benches in **BARNARD WAY LINEAR PARK.***
- ▲ *Following renovation, the ball fields at **MEMORIAL PARK, MARINE PARK** and the south end of **CLOVER PARK** will reopen in February. Please call (310) 458-8300 for a field permit and play ball!*
- ▲ *New bark chips have been added to the **OFF-LEASH DOG AREAS** at Airport and Joslyn Parks to keep the pups happy and barking to a minimum!*
- ▲ *Get connected! Use the free "City Wi-Fi" wireless Internet access at Airport, Clover, Euclid, Memorial, Reed and Virginia Avenue parks, as well as on the Pier. More city parks coming on-line soon!*
- ▲ *Watch the **ANNENBERG COMMUNITY BEACH HOUSE** at 415 Pacific Coast Highway take shape! Opening in 2009, this new public facility will include a pool and pool house with showers and lockers, space for meetings and special events, picnic areas, gardens, a beach café and concession stand, and volleyball and beach tennis courts. For updates and more info, check 415pch.smgov.net. This project made possible by a generous gift from the Annenberg Foundation at the recommendation of Wallis Annenberg, in partnership with the City of Santa Monica and California State Parks.*

LEARN MORE ABOUT THE CITY'S PARKS AND BEACH
AT PARKS.SMGOV.NET

ARTifacts:

News and Announcements from the Santa Monica Cultural Affairs Division

■ **A BIT OF BEACH HISTORY** One of the few stretches of sand available to African Americans in Southern California in the 1940s was right here in Santa Monica, near Bay Street—referred to by many as the “Ink Well.” It was here that Nicolas Gabaldon, the first documented African American surfer, taught himself to surf. Nick would set off from the Ink Well and paddle his board miles north to Malibu for more challenging waves. In January, the city will mark this spot and recognize a piece of our community's history with a plaque installation and dedication along the bike/pedestrian path at the end of Bay Street, to remind us all of a young man who broke a barrier while standing atop the waves. Details of the dedication ceremony will be available in the Palette e-newsletter—sign up at arts.smgov.net for weekly delivery to your inbox of the latest local arts and cultural news and you won't miss a thing!

■ **NEW TEMPORARY ARTWORK AT SM AIRPORT** Whether you're visiting Airport Park for a soccer game, the dog park or just to lie on the grass and watch the planes fly overhead, check out the new temporary artwork, *Proposition to Fly*. Local artist Valerie Tymoczko took inspiration from kites, sailboats, airplanes and other winged objects to create the two new sculptures from plywood. Though the possibility is quite remote that either sculpture will leave the ground, at a glance both appear ready for take-off into the wild blue yonder.

■ **SANTA MONICA AIRPORT ART WALK** Don't miss the 2nd Annual Santa Monica Airport Art Walk on Saturday, March 29, from 1 to 5 p.m. Last year, thousands of visitors got an intimate look into the private studios situated along Airport Avenue between Bundy Drive and 23rd Street, where a thriving community of artists makes creative use of the historic Douglas Aircraft factory where workers once assembled the DC-3 airplanes that dominated the skies in the 1930s and 40s.



In addition to numerous individual studios, the airport is also home to the Santa Monica Art Studios complex, the Sherry Frumkin and Arena One galleries, Barker Hangar, the Santa Monica College Ceramic Studios and the Ruskin Group Theatre. All will be open during the Art Walk, offering a unique opportunity to view the works of local artists. And while the walk is not an art sale, items will be available at prices that won't necessarily bust the bank.

■ **GET READY TO GLOW** Start planning now to stay up all night on July 19 when an exciting new event in Santa Monica will fill the hours between dusk to dawn with compelling, enchanting and effervescent sights and sounds. Inspired by the fabled grunion who create a momentary, magical iridescence as they come ashore to spawn on our local beach, Glow invites us all to abandon our usual patterns and stay awake all night! For one night only, artists will create unique and inviting works of art that welcome the public to be both audience and actor for 12 celebratory hours.

glow

On the Pier, along the Palisades, across the sands, perhaps even upon the ocean itself, unique and innovative events will glimmer and shine. There will be music, sound, theatre, visual art, spoken word and a few totally impossible-to-define artistic hybrids of assorted tones and hues. Extraordinary experiences will unfold everywhere and something wonderful will happen at every moment of this remarkable night. Watch for more information about Glow on-line at arts.smgov.net and in coming issues of *SeaScape*.





SPRING CLEANING FOR A HEALTHY HOME

If you are pregnant, have children or pets, or are simply fond of your liver and lungs, then you will likely be interested in our green spring cleaning tips. They will help you improve the health and safety of your home and benefit both the quality of our air and the waters of Santa Monica Bay.

- ▲ **PAINT GREEN** If you're adding some color to your world, green or otherwise, we highly recommend buying low-VOC paint from a local paint supply store. Low-VOC paints improve indoor air quality, perform well and look terrific.
- ▲ **SAFER CLEANING PRODUCTS** Buy safe and affordable cleaning products for your most frequent cleaning tasks, such as floors, glass, bathrooms and degreasing. The easiest way to find these products is to visit stores that sell organic/environmental products.
- ▲ **CARPET CLEANING** Whether you hire a service or do it yourself, select products with biodegradable ingredients that promote fast drying time (less than one hour). This will not only allow faster reentry into your home, it will also help prevent mold and wood damage.
- ▲ **READ THE LABEL** One of the most important things you can do for your own safety and health and your family is read labels carefully, including precautions, use and storage requirements. The labels on chemical products containing hazardous materials will contain signal words, such as "POISON" and "DANGER." These are worth avoiding, and if you have unused products with such labels, consider taking them to the Household Hazardous Waste Center at 2500 Michigan Avenue. For more information, including hours of operation, visit www.smeprd.org/hhw or call (310) 458-8255.
- ▲ **ECO-LABELS** Unfortunately, there are still plenty of "brown" products out there that claim to be green. Look for eco-labels by Green Seal, Scientific Certification Systems, EcoLogo and others to ensure that products claiming to be environmentally friendly are legitimate. Please visit www.greenerchoices.org for a complete list.

VISIT WWW.SMEPRD.ORG TO LEARN MORE OR CALL 310-458-2213.



CONVENTION & VISITORS BUREAU LAUNCHES "I AM SANTA MONICA" TRAINING PROGRAM

Santa Monica has long been a popular destination for visitors from all over the world. Now front-line service professionals who are in constant contact with those visitors—or those who are interested in joining the local hospitality industry—have an unique opportunity to further their career and continue their education for free! "I am Santa Monica," an educational initiative of the Santa Monica Convention & Visitors Bureau (SMCVB) in partnership with the city, the chamber and Santa Monica College (SMC), will be launched this spring.

The free, two-hour course at SMC features an interactive curriculum of training videos and classroom discussion focusing on customer service, diversity, cultural awareness, the Santa Monica brand and how a front-line professional can be an information ambassador. A one-hour bus tour highlighting many of the city's unique attractions follows the classroom dialog.

This one-of-a-kind program will show hospitality employees firsthand what makes Santa Monica unique, how to deliver exceptional service to visitors and residents and how to answer tough questions about city issues and ordinances that may impact local tourism. Among the recognition benefits that may be earned with course completion are:

- Lapel pin • Graduate certificate • Printed resource guide • Access to a job bank
- Listings of graduates in local media • Opportunities to win prizes • Scholarships

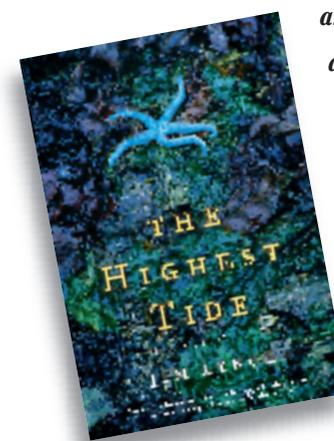
SMC will offer a more intensive course for those looking to advance their career even further in the hospitality industry. Graduates of this program will receive course credit and earn the title of certified brand ambassador.

FOR MORE INFORMATION VISIT WWW.IAMSANTAMONICA.COM OR CALL SMCVB AT (310) 393-7593.

2008 SANTA MONICA CITYWIDE READS

APRIL 12 – MAY 17
FEATURING JIM LYNCH'S
THE HIGHEST TIDE

The 2008 CWR selection is the story of 13-year-old Miles O'Malley, who spends one transformative summer navigating the mysteries of his beloved Puget Sound surroundings and his relationships with family and friends. Its green themes, universal appeal to young



and adult readers and vivid descriptions of marine life make The Highest Tide a compelling and resonant book for the entire Santa Monica community.

For a complete list of discussions and special events, please visit www.smpl.org/cwr,

stop by your local Santa Monica Public Library or call (310) 458-8600.



CITY TV HIGHLIGHTS



Tune in weekdays at 2 p.m. to watch CityTV's "Coffee Break" and meet guest experts in the areas of health, finance, travel and entertainment. Geared to those who are active and maturing, Coffee Break is produced in partnership with Saint John's Health Center. A new show airs live every week on Wednesdays at 2 p.m.



coffee break

CityTV is Santa Monica's government access cable channel 16, available to Time Warner cable subscribers.



THIS SPRING @ THE MILES

The Miles Playhouse continues to be one of Santa Monica's best cultural venues with a full lineup of theatre, dance and music. Check out these great performances:

- ▲ **A LIGHT IN THE SHADOWS** January 17 – February 10
An original play by Anthony Cronin, founder and Artistic Director of "The Theatre for a Small Space," a new theater company based in Santa Monica.
- ▲ **WINTERFEST** Feb. 21 – March 2 Drop by and catch one of a dozen staged readings of original work as one of L.A.'s finest theater companies—Ensemble Studio Theatre LA—chooses the plays for its coming season. www.ensemblestudiotheatre.org
- ▲ **FAFALO** March 13 – April 13 Colorful masks and huge, spectacular puppets conjure up the excitement and comedy of the circus in this comic fantasy created by the critically-acclaimed Ziggurat Theatre Company. www.ziggurattheatre.org
- ▲ **THE ROBIN COX ENSEMBLE** April 17-20 Do not miss this contemporary chamber group, returning with special guests and new music that fuse electronic media and non-traditional instrumentation in a wholly different and modern sound. www.robincoxensemble.com
- ▲ **DIANE DAVISSON DANCERS** May 8-18 This high energy tap company brings routines to the Miles in a fun, family-friendly dance event. www.dianedavissondancers.com
- ▲ **THE OXFORD STREET DANCE THEATER** May 29-June 8 Led by artistic directors Marissa Levine and Michelle Garcia, this cutting-edge contemporary dance company utilizes the premiere talents of many local choreographers. www.oxfordstreetdance.org

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE AT WWW.MILESPLAYHOUSE.ORG OR CALL (310) 458-8634.

SANTA MONICA CIVIC AUDITORIUM EVENTS

February	2-3	Vintage Fashion Expo
	8-10	Gem Faire
	15-17	Santa Monica Antiques Show & Sale
	22-24	Santa Monica Arts Festival
March	6-7	Stairway of the Stars
	9	Santa Monica Symphony Orchestra
	13	Food Fare
	22	TFA Fight Night
	28-30	International Gem & Jewelry Show
April	4-6	Bustamante Antiques Show & Sale
	10-12	AFCI Locations Trade Show
	22	Santa Monica Symphony Children's Concert
	25-26	5th Annual ArtBuild Expo

The Civic Auditorium is served by Big Blue Bus lines 1, 3, 7, 8 and 10. All events are subject to change without notice. For further information, contact the Civic Auditorium at (310) 458-2288, or visit santamoniacivic.org. Need a venue for your next event? Call (310) 458-8551 — we'd like to help!

HEAL THE BAY'S SANTA MONICA PIER AQUARIUM EVENTS FOR WINTER AND SPRING



▲ **WHALE OF A WEEKEND** February 2 and 3 Learn more about the Pacific Gray Whale and its annual migration from the waters near Alaska to Baja with a host of whale-related activities at the Santa Monica Pier Aquarium, located beach-level at the Santa Monica Pier. There will be a whale-watching station at the Pier's West End, plus arts and crafts, a blubber experiment station (try on a layer and see how warm it is!), story times, film screenings and more! Admission is free for children 12 and under when accompanied by an adult. \$5 suggested donation for all others, with a minimum \$2 per person required. Groups of ten or more are \$2 per person.

▲ **EARTH DAY(S)** April 26 and 27 The aquarium will be open Saturday and Sunday from 12:30 to 6 p.m., celebrating Earth Day with ocean pollution workshops, beach cleanups, special arts and crafts projects and educational films and activities for the whole family. The normal admission fee will be waived for anyone who first participates in a beach cleanup; beach cleanups begin at 11:30 a.m. both days. Stop by the aquarium to learn more about what you can do for the planet and particularly for the animals of the Santa Monica Bay.

CALL (310) 393-6149 FOR MORE INFORMATION ABOUT BOTH OF THESE EVENTS, OR VISIT WWW.HEALTHEBAY.ORG/SMPIA FOR MORE INFORMATION.

SANTA MONICA COMES TOGETHER FOR THE 5TH ANNUAL FREE ARTS FESTIVAL April 26 & 27, 2008 on the historic Santa Monica Pier

The Education Foundation of Santa Monica-Malibu's Annual Celebration For The Arts returns to the Santa Monica Pier on Saturday and Sunday, April 26 & 27, 2008 from 11 a.m. to 5 p.m.

The festival is open to the public and admission is free.



Celebration For The Arts provides a showcase for the world-class Santa Monica-Malibu Unified School District art programs with two full days of student performances, displays of student artwork and arts-related workshops and activities. Meet your favorite young celebrities; discover your inner artist with mural painting and crafts; enjoy food from local restaurants; and shop for handcrafted clothing, ceramics, jewelry and more by local artisans.

A percentage of the sales goes to For The Arts, a community-wide effort to raise a permanent endowment to ensure that every student in the Santa Monica-Malibu public schools receives a broad introduction to the arts. Don't miss the Celebration!

BIG BLUE BUS Getaways!

February 23, 8 a.m. to 5 p.m. – Jackpots and sales at the Morongo Casino Resort & Spa and Desert Hills Premium Outlets. The 148,000 sq. ft. casino offers slots, table games, bingo and restaurants, while over 130 stores at Desert Hills feature an impressive collection of designers and brand names at 25 to 65% off regular prices. Cost: \$35.

March 8, 9 a.m. to 5 p.m. – Migrate to the Festival of Whales. Dana Point's annual celebration of the magnificent California Gray Whale's 5,000-mile migration features music, boat races, arts and crafts and of course, whale watching. Cost \$35.

April 19, 9 a.m. to 4 p.m. – A blooming good time at the California Poppy Festival in Lancaster. Besides the celebrated orange hillsides heralding spring's arrival, the festival offers a glorious array of exhibitors, performers, and delicacies to delight people of all ages. Cost: \$38.

All trips depart from and return to Santa Monica College Main Campus, 1900 Pico Blvd. Tickets can now be purchased at Blue: the Transit Store & Customer Service Center, 223 Broadway (just west of the Third St. Promenade) in downtown Santa Monica. Please check www.bigbluebus.com or call (310) 451-5444 for more information and more Getaways!

KNOW BEFORE YOU GO

Detours to the Pier and some downtown businesses will be in effect from January through May 2008 as the city rehabilitates old sewer lines and installs new ones at Colorado and Ocean Avenues.

COLORADO OCEAN SEWER RELIEF PROJECT



Westbound Colorado Avenue will be CLOSED at Second Street and one eastbound lane will be open to provide egress from the Pier and access to the Holiday Inn on Colorado Avenue. Southbound Second Street will be CLOSED at Colorado Avenue.

Pier/Beach traffic from the 10 Freeway will be directed south on Fourth Street to Pico and westbound Colorado Avenue traffic will be diverted to Broadway at Second Street. Big Blue Bus lines that usually stop at 2nd and Colorado, including Lines 1, 4, 8, 9 and 10, will use alternate stops—please visit www.bigbluebus.com for route changes or call (310) 451-5444. Pedestrian access to businesses and through the work area will be maintained throughout the project.

These upgrades to the sewer system are critical to the long-term health and vitality of the City of Santa Monica and the Santa Monica Bay! We appreciate your cooperation throughout this project.

**INFORMATION ON THIS AND OTHER PROJECTS, UPDATED WEEKLY, IS AVAILABLE
ON THE WEB AT KNOWB4UGO.SMGOV.NET, OR CALL "CITY HALL ON CALL" AT (310) 458-8999
(ENTER 716). TTY USERS MAY CALL (310) 457-2243.**



EMPLOYMENT OPPORTUNITY CORNER

**SUMMER JOBS RIGHT HERE! FOURTH ANNUAL YOUTH JOB FAIR
WEDNESDAY, APRIL 23, 3:30 – 5:30 P.M., SANTA MONICA HIGH SCHOOL**

Last year's Youth Job Fair connected attendees with employers such as Starbuck's Hear Music, Pacific Park, Express, Old Navy, AMF Bay Shore Lanes, Juice It Up, Perry's Café and Rentals, Arrow Advertising and Centinela Feed & Pet Supply, to name just a few.

The 2008 fair returns with opportunities for job-ready youth to meet employers and apply for a variety of seasonal summer jobs or permanent positions. Sponsored by Virginia Avenue Park, Santa Monica Chamber of Commerce, Jewish Vocational Services of West Hollywood, the Westside Regional Occupational Program and Santa Monica High School, the fair is free and open to young people who live or attend school in Santa Monica.

Not quite ready for work? Employment readiness workshops will be offered at various locations this spring to prepare youth for the world of work. Dates will be posted on-line at www.smgov.net/hsd/vap.htm.

CITY OF SANTA MONICA HAS JOBS, TOO!

Do you have a special skill or talent and a love for teaching? Enjoy working with youth? Are you an experienced camp counselor, teacher's aide, tutor, recreation assistant or coach? If so, the City of Santa Monica wants YOU to help us build a better tomorrow by working with the youth in our community today! We have several program assistant and leader positions available in city parks, after-school care, sports and recreation.

These are perfect part-time jobs for college students, individuals in career transitions or retirees. The city offers competitive hourly wages (\$16.56 for assistants and \$17.91 for leaders), as well as job training and career development opportunities. Hours are dependent on assignment and season—many offer from 15 to 30 hours per week, afternoons, evenings or weekends.

To apply, visit the Human Resources Department on the first floor of Santa Monica City Hall, 1685 Main Street, or download an application from www.smgov.net/hr.



CYBERNEWZ

SANTA MONICA IS TOP DIGITAL CITY IN 2007

www.smgov.net

Santa Monica is the most digital savvy and cutting-edge mid-sized city in America, according to the 2007 Digital Cities Survey from the Center for Digital Government. The study examines how cities use technology to create a seamless environment between local government and constituents.

Hundreds of digitally advanced cities are considered every year in the survey and finishing in the top ten is considered an honor. Cities are classified into four size-based categories. Out of the mid-level cities—populations of 75,000 to 124,999—the City of Santa Monica placed first.

In presenting this award, the Center for Digital Government looked at Santa Monica's use of progressive technology and good governance in the implementation and adoption of online service delivery. The award criteria also include city infrastructure standards, architecture components, and the planning and governance that make digital government possible.

Chief Information Officer Jory Wolf notes, "I think the award recognizes Santa Monica's investment in the right technologies and our commitment to being a leader in using technology to better connect our community." Technologies identified as especially significant include real-time parking information on the web, the traffic signal synchronization system, on-line payment services, video streaming of public meetings, the GOSantaMonica complaint tracking system and a city-owned fiber optic network.



SEASCAPE HIGHLIGHTS

<i>Updated Customer Services Directory now available</i>	1
<i>Creating a vision for the future at LUCE workshops</i>	3
<i>Get connected at the Leadership Series</i>	3
<i>"Green" cleaning and spring reading!</i>	5
<i>Happening around town</i>	6
<i>Downtown detours</i>	7
<i>RecScape</i>	Insert



LONG-RANGE COUNCIL AGENDA ITEMS

MAJOR MATTERS EXPECTED TO COME BEFORE CITY COUNCIL FEBRUARY THROUGH APRIL

- ▲ Annual homeless services review and update
- ▲ Update on solid waste transfer services
- ▲ Review of ordinance governing fences, walls and hedges
- ▲ Design and operations of Parking Structures 7 & 8
- ▲ Mid-year budget review
- ▲ Budget priorities public hearing and 5-year financial forecast
- ▲ Land Use and Circulation Element (LUCE): Study session on transportation, economics, housing and boulevards
- ▲ Conceptual approval of Housing General Plan Element
- ▲ Discussion of water and wastewater rates

The long-range nature of this list means that some items may not be heard in the month originally scheduled, as new matters emerge and agendas are re-worked. No item will come to Council before the date originally published. Also available on-line at www.smgov.net.

SUSTAINABLE LANDSCAPING GRANT PROGRAM

Santa Monica Renews Grant Program for 2008

The City of Santa Monica offers competitive landscape grants up to \$20,000 to help property owners create water-saving, non-polluting gardens. To qualify for a grant, the landscaping plan must include water-efficient irrigation and other innovative water-saving features.

Applications for the current grant cycle will be accepted now through March 27, 2008 and are available at www.smepd.org or by calling (866) 728-3229.

Alt Build 5th annual 2008
alternative building materials & design expo

Friday, April 25
Saturday, April 26 **FREE ADMISSION**

New Location!
Santa Monica Civic Auditorium

Over 150 exhibits will feature manufacturers of green building materials, landscape and water conservation products, retailers, interior design products & furnishings, utility companies, non-profit organizations and City and State Agencies.
Free seminars throughout the day!

Green Building Tours will be hosted by the City on Sunday, April 27th in conjunction with the Expo, please contact us if you would like to submit your home for consideration.

Please call 310.390.2930 for further info.
www.altbuildexpo.com

Presented by

City of Santa Monica

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