During one week in November, the city’s annual community meeting series, Santa Monica Talks—formerly called Can We Talk?—presents a terrific opportunity for residents to connect face-to-face with staff from across all city departments in a setting deliberately designed to foster connections, provide essential information about safety and quality of life issues, and open lines of communication.

At any one of three scheduled meetings (see box below), you will be able to talk with staff about projects and city services, find out what’s happening in your neighborhood and citywide, share your thoughts and get answers to your questions, and learn about city finances. For the first and last 45 minutes of each meeting, you’ll be able to have informal conversations with staff on subjects specifically related to public safety, shared streets and land use, housing and human services, community spaces and programs, technology and sustainability, and the Be Excited! Be Prepared capital improvement projects.

Neighborhood association representatives will also be on hand to talk about their activities. City Manager Rod Gould will speak at each session about Santa Monica’s fiscal health, ongoing services and future projects, and he’ll answer your questions. All of these activities—and especially your input—will inform the development of the city’s FY2013-2015 budget.

To further encourage public involvement in these sessions, a light dinner will be provided at the two evening meetings. Childcare, bike valets and Big Blue Bus vouchers will also be available. RSVPs will help us meet childcare needs and order appropriate quantities of food, so please go to smgov.net/smtalks to let us know you’re coming. You can also submit comments or questions, watch a video of the City Manager’s presentation (to be posted after November 15), and download materials at that same web page.

WE LOOK FORWARD TO SEEING YOU IN NOVEMBER!
LUCE: THE VISION UNDERWAY—AND MADE REAL

In July 2010, a herculean community planning effort six years in the making was approved by the Santa Monica City Council: the General Plan Land Use and Circulation Element, known as the “LUCE.” This document describes the community’s vision for a caring, human-scaled city that conserves the unique quality of its residential neighborhoods.

The LUCE strategy focuses on a re-energized Downtown and on mixed-use neighborhoods in transitional parts of the city near light rail and along bus corridors with high-frequency service, preserving most of Santa Monica as it is today. It requires new development to provide benefits prioritized by the community, such as open space, childcare, lifelong learning and historic preservation. It also requires multi-modal transportation improvements that encourage people to be less reliant on their cars, in concert with Santa Monica’s longstanding leadership in sustainability.

With the Council’s unanimous support and direction, city staff has spent the last two years working with an enthusiastic community to implement the goals of the LUCE, including these major activities:

On The Ground (Under Construction or Completed):

- **EXPO STATION DESIGN AND CONNECTIONS** were developed in coordination with the Expo Construction Authority, and the Council approved betterments for all three stations, optimizing access and connections to the surrounding areas, destinations, and bike/bus facilities.

- **PARKING STRUCTURE #6** (Second Street between Broadway and Santa Monica) will have 729 auto spaces, motorcycle and bike parking, and street-friendly ground floor retail space, with an innovative design that takes advantage of the site’s ocean views.

- **18 MILES OF BICYCLE LANES AND ROUTES**, and lanes specifically designated for sharing (“sharrows”), have been added to the citywide bicycle network.

- **THE SANTA MONICA BIKE CENTER** has opened in Santa Monica Place, with membership and visitor services including lockers, showers, repair, rental and information. Membership and rental have far exceeded forecasts for the first year of service.

- **OCEAN PARK BOULEVARD GREEN STREET** is nearly complete, creating a shady, walkable, bikable and sustainable neighborhood improvement.

Continued on page 10

CITY TV KEEPS YOU “IN THE LOOP”

There’s a lot going on in Santa Monica these days! Stay ahead of the curve by tuning in to CityTV2, cable channel 20, to watch replays of City Council, Rent Control, School Board and Planning Commission meetings you may have missed during the week. These rebroadcasts are offered seven days a week and give you a chance to catch up on local issues and projects. For a replay schedule, go to citytv.org and click on “About CityTV.”
Helping the Homeless During the Holidays... and Beyond

"I should have done this years ago. I can't believe I waited so long." These are the words spoken by "Lisa" when she moved into her own apartment after living for 13 years in a cardboard box near the Third Street Promenade. Well-known by business owners and residents, who took to giving her food, blankets and clothing, Lisa gently declined repeated offers of housing and assistance from local service agencies. But she did build a rapport with SMPD Homeless Liaison Team officers, who partnered with one of those agencies, Step Up on Second, to enroll her in Santa Monica's Homeless Community Court. The Court team provided the little incentives that gradually led Lisa to accept help in finding an apartment. After more than a decade on the streets, Lisa is now thriving in her own home.

The City of Santa Monica and its partner service providers work year-round to move individuals like Lisa off our streets and into housing, but the support of the community is vital to our efforts. If you'd like to help make a difference this holiday season, visit smgov.net/portals/homelessness for information on making a financial contribution or organizing a food or clothing drive at your office or place of worship.

And the end of the year doesn’t mean the end of our efforts to address homelessness. We need YOU to join us on January 30, 2013, when over 200 community volunteers will take to the streets to visually count homeless people in our community as part of the city’s annual Homeless Count. Make it your New Year’s resolution to be a part of the solution!

For more information or to RSVP, call 310.458.8701 or e-mail humanservices@smgov.net.

Try Our New “Be Excited! Be Prepared” Mobile Website

Continuing its long-established tradition of community outreach and civic engagement, the City of Santa Monica recently launched the BE EXCITED! BE PREPARED Mobile Website, a valuable, on-the-go companion to the desktop site introduced last year, smconstructs.org. Both of these components of the city’s “Be Excited! Be Prepared: Santa Monica Constructs the Future” campaign are designed to keep the public well-informed about the status and future benefits of major construction projects occurring, pending or recently completed in the city.

Mirroring the information available on your desktop browser, the new site possesses an easy-to-navigate and seamless user interface that allows anyone with a handheld cellular device to effortlessly access an individual project’s description, map location and more. Some of the project entries include live cameras or video options, as well. The mobile site also allows for easy viewing of weekly traffic updates and alerts. A primary feature of the new mobile website is the Project Map, an interactive, Google Maps-based application that pinpoints the location of construction sites around the city, allowing for on-the-road adjustments of travel routes to avoid street closures and potential traffic jams. Map legend options also enable viewing of specific types of projects (private, public, street, etc.).

Be sure to “favorite” the Be Excited! Be Prepared Mobile Website on your mobile browser today.

“Chain Reaction”

Efforts are still underway to save and restore the “Chain Reaction” public art piece, sculpted by the late cartoonist Paul Conrad, at Santa Monica’s Civic Auditorium. Tax-deductible donations for its preservation may be made to the City of Santa Monica Arts Foundation; visit conradprojects.com for details.

For more information or to RSVP, call 310.458.8701 or e-mail humanservices@smgov.net.
HAVE YOURSELF A GREEN LITTLE HOLIDAY

Jack Frost may not be nipping at your nose, but the holidays are just around the corner—and, with a little advance planning, you can have a locally inspired, low-waste (and, perhaps, smaller-waist) holiday, saving some money in the process. Here are some tips to green over your festivities.

GO LOCAL. Santa Monica’s four farmers’ markets offer some of the best fruits and vegetables available anywhere. Buying local produce ensures a healthy meal that is minimally packaged and low in transportation-related pollution. To reduce the need to buy and prepare large (and expensive) meats, consider adding more side dishes and vegetables to your feast.

EAT EVERYTHING. Don’t let good food go to waste! Vegetable cuttings and inner meats make great stocks, gravies and sauces. Compost or use your green waste bin for whatever is unusable. To make sure everything goes when the party’s over, encourage your guests to bring their own containers to take home a share of the leftovers.

GET CREATIVE. Whether decorating or gift-giving, show your loved ones how much you care with creativity. Reusing waste materials or collecting foliage from the yard can make decorating a fun—and free—DIY project for the whole family. Visit Earth911.com for some great reuse ideas.

When it comes to gift-giving, more and more people are expressing a preference for experiences and memories over store-bought, material goods. Instead of a quick gift from the check-out stand, present your loved ones with something you made yourself or an event coupon to a lunch date. Be creative! If the shopping urge strikes anyway, look for organic, fair-trade, recycled-content or locally made options. For kids, be sure to look for BPA-free plastic toys.

GIVE UNCONDITIONALLY. The holidays are also a great time for giving to the less-fortunate in our community. Gently-used clothing, games, electronics and books can be given a second life when you donate them to a thrift store or local church.

Leaf Blowers Now Face Hefty Fines

After two years of intensive public outreach and thousands of warning letters to property owners, the City of Santa Monica is stepping up enforcement of its Leaf Blower Ban by shifting to financial penalties. All types of leaf blowers—whether gas, electric or battery-powered—are banned in the city.

In November, the Office of Sustainability and the Environment will begin issuing fines on-the-spot to anyone found using a leaf blower. Property owners and/or the person(s) responsible for the property will receive a notice warning that a fine was assessed for leaf blower use. Property owners will then be financially liable for subsequent offenses. Fines start at $250 and may be issued to the leaf blower operator, property-owner, or person(s) responsible for the property.

TO REPORT A LEAF BLOWER
E-MAIL: savewater@smgov.net
HOTLINE: 310.458.4952
GO SYSTEM: smgov.net/go

For more information on sustainable landscaping practices and the ban, visit sustainablesm.org/leafblower.

COOKING WITH THE FARMERS’ MARKET

Roasted Autumn Fruits makes 10 to 12 servings
- 4 pounds apples and Bosc or Anjou pears (about 6 apples and 3 to 4 large pears), including some firm-fleshed and some melting-flesh apple varieties
- 1 or 2 pint baskets of ripe figs (about 3/4 pounds)
- 2 Fuyu persimmons
- 2 cups concord, autumn royale or wine grapes
- 2 ounces dried fruit (plums, apricots or apples), snipped into small pieces
- 1/4 cup honey
- 1/3 cup Muscat dessert wine, such as Beaumes de Venise
- Thyme sprigs, optional
- Crème fraîche, Greek yogurt, ice cream, or heavy cream for serving

Preheat oven to 400 degrees. Peel fruit if desired. Core and cut apples, pears and persimmons into large wedges or chunks. Cut figs in half. Place all the fruit in a large oven-proof pan and use your hands to mix them a bit. It’s okay to mound fruit in the pan. Warm the honey and wine together and pour over the fruit. Toss in a few sprigs of thyme, if desired. Roast until fruit is bubbling and well-browned in places, about 45 minutes. Serve warm or at room temperature.

Adapted from The Santa Monica Farmers’ Market Cookbook Autumn Entertaining E-Book by Amelia Saltsman (Blenheim Press, 2013)
The Time, It is A-Changin’....

Nope, we’re not reminding you to set your clocks back (that should have been done quite some time ago). Instead, we’re recommending that, with the winter solstice just around the corner, you should change your garden’s watering schedule by cutting back the number of days and amount of time you water your plants. If you need assistance in determining what will work best to preserve your landscaping and save water, we’ve got a watering schedule already figured out for you, and you’ll find it at sustainablesm.org/landscape (click on “Watering Schedule”).

If you’re looking for a bigger change, check out the landscape rebates of up to $3,000 to help cover the cost of upgrading your sprinklers, installing drip irrigation and replacing some or all of your lawn with beautiful, climate-appropriate plants. It’s easy to apply online for one or more of these rebates; then, just install the parts on the lists provided, and call us for an inspection.

Find out all about it at sustainablesm.org/rebate, or call 310.458.8972, Ext. 1.

West Nile Virus Still Threatens in LA County

Three birds recently found dead in Santa Monica have tested positive for the West Nile virus and residents are reminded to take precautions to prevent mosquito bites that can lead to human illness and even death. Mosquito-proofing your home by eliminating standing water, properly maintaining pools and ponds, and fixing holes in window and door screens, and mosquito-proofing yourself by wearing DEET or another mosquito repellant, and long pants and long-sleeved shirts when outdoors in early morning and evening hours, are your best protections against this dangerous disease. If you suspect you have contracted the virus—with symptoms that include headache, high fever, aches and tiredness, and skin rash or swollen glands—consult your physician immediately for testing and treatment.

For more information, visit lawestvector.org.

WHAT’S NEW AT THE BEACH

Santa Monica’s first universally accessible playground is under construction at Santa Monica State Beach near Ashland Avenue, just north of the Venice border. Universally accessible playgrounds feature components that inspire activity, mobility and imagination, and enable children of all abilities to play side-by-side, along with parents with disabilities and seniors. The centerpiece of Santa Monica’s new playground is a buried clipper ship, with multi-sensory and active play elements designed to support development of strength, balance, coordination, social exploration, cooperative play and body awareness.

While construction takes place over the coming months, there is an opportunity to view banners made from entries in last year’s Disabilities Awareness Month poster contest for Santa Monica school children, sponsored by the Santa Monica Disabilities Commission. They enliven the construction fence and share students’ ideas of what a universally accessible playground ought to be; many of those ideas have been incorporated into its design.

Advocated for several years by both the Disabilities and Recreation & Parks commissions, the playground is funded in part by a Community Development Block Grant and is expected to be completed in May 2013.

Follow the playground’s construction progress online: facebook.com/smbuap.
PAL, Partners and You Make Holiday Wishes Come True!

Take a minute to think back to your favorite holiday memory: Perhaps it’s the smell of sugar cookies baking while carols play softly in the background... or scurrying to the tree with your siblings to see what Santa’s brought. And then recall your Best. Gift. Ever. Was it the fire-engine-red bicycle you’d had your eye on for months, or the most beautiful, raven-haired doll you’d ever seen? For many children in Santa Monica, memories such as these are, sadly, out of reach. This usually joyful time of year is a real challenge as their families struggle financially, unable to provide the special gifts and treats that can create a lifetime of memories.

For the last seven years, the Santa Monica Police Activities League (PAL)—in partnership with Downtown Santa Monica, Inc., PS1 School and Santa Monica Place—has sponsored the Best Gift Ever Drive, to grant the wishes of more than 300 local children during the holiday season. Each child at PAL—kids 6 to 17 years of age—writes a letter to Santa describing his or her ideal gift and why he or she deserves it. These letters are then distributed to local businesses and organizations, whose generosity helps make the children’s wishes come true. The gift recipients’ reactions echo the delight of 11-year-old Zoe, one of last year’s participants: “When I got my password journal and Monster High doll last year, I was so excited. I don’t always get what I want for Christmas.”

Santa Monica residents can take part in this heartwarming tradition, too, by dropping off new, unwrapped gifts at PAL’s office at Memorial Park (1401 Olympic Blvd.). See the gift suggestions below, or contact Eula Fritz at 310.458.8988 (eula.fritz@smgov.net) for more information.

Dial-A-Ride Service Enhancements Coming to Your Door

Starting in the spring of 2013, Santa Monica Dial-A-Ride (DAR) will expand its door-through-door services for seniors and people with disabilities over a three-year period, thanks to a nearly $500,000 “New Freedom” grant from the Federal Transit Administration to the City of Santa Monica. “Door-through-door” services provide an escort, upon advance request, to DAR riders who need help getting out of and back into their home or destination and with heavier items such as groceries. Santa Monica is one of just a few municipalities in the nation to provide this service. The additional funding will allow for a substantial increase in the number of service hours and greater flexibility in scheduling escorted rides to meet the transportation needs of local seniors and people with disabilities.

DAR provides over 22,000 rides to Santa Monica residents each year, primarily through curb-to-curb services using a shared van. To qualify for the program, Santa Monica residents must be 18 years and older with a disability, or an adult at least 60 years of age.

For information about this and other services for seniors, please visit smgov.net/seniors and wiseandhealthyaging.org.

Five Easy Ways to Incorporate Activity Into Your Holiday Season

We all enjoy the special foods and events of the holiday season, and may even secretly look forward each year to the chance to indulge our sweet tooth without guilt, even though we know there’s a price to pay when the calendar page flips over from December to January. But there’s really no need to wait for New Year’s Day to begin the fight against those extra pounds that may creep up on you this holiday season.

Try a few of these ideas to help you get out there and get active now!

1. HIT THE ROAD! That is, get out and use one of the many new bike lanes found around the city—many of our streets have been reconfigured to make bicycling safer. Visit bikesantamonica.org for an up-to-date map.

2. GET INTO THE WARM WATERS of the Santa Monica Swim Center for some low-impact, calorie-burning workouts. The swim center offers numerous activities for all abilities. Whether it is lap swimming or water aerobics, the Santa Monica Swim Center has lots of options for staying warm and active in the water this winter.

3. LET THE RHYTHM AND MOVEMENTS OF A ZUMBA OR SALSA CLASS carry you away. These classes are offered throughout the winter at many of the city’s parks and recreation facilities. See the Recscape schedule of classes in this issue of Seascape, or visit smgov.net/recenroll to find a class near you. Registration for Santa Monica residents opens November 28.

4. Nearly all of us have walked or ridden a bike on Santa Monica’s world-famous boardwalk, but there is so much more to do along our stretch of the coast! PADDLEBOARDING AND YOGA CLASSES are just two of the new and different activities currently being offered this winter at The Annenberg Community Beach House.

5. And finally, there’s THE MOST TRIED-AND-TRUE OPTION USED BY AMERICANS—THE GYM. Lucky for us, the Memorial Park fitness room is not only in our backyard and full of state-of-the-art equipment, but it is the most inexpensive gym this side of the 405. If you need a little encouragement, Memorial Park has that, too. Group fitness classes are now offered monthly at the fitness room.

For more information about these and other healthy activities, visit activesantamonica.com.
Helping Kids Find Safe Routes to School

Santa Monica students and staff are getting out their bikes, scooters, skateboards and walking shoes to celebrate Safe Routes to School, a pilot program for the 2012-13 school year to increase children’s safety and interest in getting to school on their own. Skills training and school curriculum, including educational workshops and classes, fun events and contests, give students and their parents greater confidence in safe walking and bicycling, provide essential information about rules of the road, and focus attention on the health and neighborhood benefits of leaving the car behind.

The pilot project is a partnership between the City of Santa Monica, Santa Monica-Malibu Unified School District (SMMUSD) and local parent-teacher-student associations, with funding provided by Metro, Caltrans and the city. Lincoln and John Adams middle schools, and Roosevelt and Will Rogers elementary schools, are the project participants.

Since Santa Monica High School’s Solar Alliance initiated the city’s first Bike to School Day in 2007, the idea of biking and walking education has gained significant momentum and now involves nearly all SMMUSD schools. Safe Routes to School harnesses that energy and takes it a step further; providing bicycle skills training for younger children promotes the development of age-appropriate skills and encourages safe bicycling. Training events in September were well-attended by students and parents, evidence of the growing enthusiasm for these activities.

For more information about the Safe Routes to School program and coming events, visit bikeitwalkit.org.

The BBQ Alternative to Facebook Freakout and TV Tyranny

With social media, DVRs and smart phones making so many demands for attention, it seems that we're spending more time looking at a screen than engaging face-to-face with people. This holiday season, why not try something new to distract you from those technologies and reconnect (un-digitally) with family and friends in an outdoor setting? Santa Monica is fortunate to have many beautiful parks scattered about, and they're just waiting for you to take advantage of all they offer. Three parks—Airport, Clover and Marine—even have BBQ areas available for large (or small) groups.

• ENJOY A FRIENDLY GAME OF TOUCH FOOTBALL while grilling up some hot dogs and burgers to go along with your favorite game-day snacks. You can even be done in time to watch a little Sunday night football (if you must)!

• PLAN A POTLUCK-STYLE GATHERING and stop worrying about having to do all the cooking. Challenge attendees to come up with dishes that would make even Gordon Ramsey cry... with delight.

• TRY SOME FUN AND TRADITIONAL FALL ACTIVITIES, like bobbing for apples, pumpkin carving and crafting with fall leaves—all without having to worry about your carpet.

• TRY A LOW-KEY THANKSGIVING IN THE PARK—just grill up some turkey burgers with potato and cranberry, and add fruit salad sides. Celebrate like the Pilgrims and gather with loved ones. It will surely make for a Thanksgiving you’ll all be thankful for!

It's easy to reserve a group BBQ area for any of these or other activities, for 150 or fewer participants. For information regarding fees, hours and application forms, go to smgov.net/recreation or call 310.458.8573.
MAKING THE HOLIDAYS BRIGHT IN SANTA MONICA

ICE at Santa Monica – November 2-January 21
Now in its sixth year, this fabulous skating rink at the corner of 5th Street and Arizona is open daily, offering fun (and some great exercise) for all ages. And those who attend the Grand Opening Community Celebration and ceremony on Thursday, November 8, will enjoy an evening of FREE skating, special guests, skating performances, live music and a DJ. The party begins at 6 p.m.

ICE at Santa Monica, 1324 5th Street
$12 admission (includes skates)
Monday-Thursday: 2 p.m. – 10 p.m.
Friday: 2 p.m. – Midnight
Saturday: 10 a.m. – Midnight
Sunday: 10 a.m. – 10 p.m.
*Holiday hours may vary.

Find more information, including party packages and event cabana rentals, at iceatsantamonica.com or facebook.com/downtownsantamonica.

Santa Monica Gets Festive!
There are lots of fun and exciting holiday events occurring all around Santa Monica this season, from a post-Thanksgiving fun run to the annual tree and menorah lighting ceremonies Downtown, with appearances by the Man in the Red Suit everywhere you go!

Holiday Tree Lighting & Santa’s Arrival  Saturday, November 17, 6 p.m.
Enjoy a day of entertainment, children’s activities, a holiday concert and more, all culminating with a festive tree lighting ceremony at Santa Monica Place, including a dramatic snowfall.

Santa’s Little Savers  Friday, November 23
Shop the stores of Downtown Santa Monica, Third Street Promenade and Santa Monica Place on “Black Friday,” and one of Santa’s Little Savers may surprise you by paying for your purchase, up to $100.

Gobble Wobble 5K Fun Run  Saturday, November 24, 6:30 a.m.
Bring a canned good to benefit the Westside Food Bank, then tie up your laces and head for the city streets. Turkey-calling & pie-cooking contests, music and fun for all. Reed Park, 1133 7th Street. (Registration req’d.)

“Paws & Claus” Pet Photos with Santa  November 27, December 4 & 11
Strike a pose with your furry friends and Santa at Santa Monica Place.

Holiday Walk on Montana Avenue  Friday, December 7, 5 p.m.
Stroll along the Avenue amid sparkling lights, live musicians and other festive delights! And, of course, Santa will make an appearance, too.

Chanukah Menorah Lighting  December 8 – 16, Sundown
Celebrate Chanukah with a traditional menorah lighting every evening at sundown, on the Third Street Promenade at Wilshire Blvd.

Santa Monica Pier’s Holiday Open House  Saturday, December 15, 11 a.m. – 3 p.m.
Free rides on the historic merry-go-round, carolers and Santa himself are all part of the day’s family-friendly festivities.

Photos with Santa  December 17 – 24
Come to Santa Monica Place and have your picture taken with Santa Claus!

PAL “It’s a Wrap” Gift Party  Tuesday, December 18, 4:30 – 6:30 p.m.
Join the fun at Santa Monica Place, as PAL, community volunteers and local dignitaries wrap donated gifts collected through the “Best Gift Ever Drive” for deserving children in our city. (See feature article on Page 6 for more information about this program.)
Nothing Says “Holidays” Like a Wolf-Eel!
For a limited time during the holiday season, Heal the Bay's Santa Monica Pier Aquarium is offering its new wolf-eel for adoption through the "Aquadoption" program. A juvenile wolf-eel is at the top of everyone's gift list—right? And since the Aquarium staff does all the work of taking care of this unique marine animal, this is a hassle-free way to give the gift of the sea, and encourage youngsters (and even oldsters) to connect with Santa Monica Bay's wondrous creatures.

At nearly three feet long, the young wolf-eel is neither wolf nor eel, but a member of the wolffish family (named for their large front teeth) which will grow to be about seven feet long. As its name implies, it's eel-shaped, with a grayish-indigo-colored body patterned with gorgeous dark spots. The newest species on display at the Aquarium, this shy but friendly girl can be found peering out of a rocky outcropping in the Aquarium's Kelp Forest Exhibit.

The distinctive creature is available for adoption through January 1, 2013. In addition to an Aquadoption certificate, adopters will receive a fact sheet, photo and year-long free admission to the Aquarium. Learn more about the Aquadoption program at healthebay.org/santa-monica-pier-aquarium/meet-locals/aquadoptions.

The Santa Monica Pier Aquarium is open Tuesday through Friday, 2-5 p.m., and weekends, 12:30-5:00 p.m.

New Award Pays Tribute to Arts Champions
Have you, or someone you know, played an important part in contributing to Santa Monica's artistic and creative vitality? The Santa Monica Arts Foundation is launching the Santa Monica Arts Leadership Award to honor exemplary leaders who support Santa Monica's creative community. Help recognize exceptional volunteers, philanthropists and creative businesses making a difference in the arts in Santa Monica by nominating them for this prestigious new award. Complete guidelines and the nomination form are available at smgov.net/artsleaders. The nomination deadline is 5 p.m., Thursday, November 29, 2012.

Santa Monica Public Library’s Big Dream Gets Results
Young Readers Rack Up More Than 1.5 Million Minutes!
The Santa Monica Public Library's (SMPL) summer reading program for babies, children and teenagers saw a participation increase this year of 6%, with 3,357 young people reading for more than 1,500,000 minutes during the summer months! This impressive rise in participation and time spent reading may be attributed to several factors, including SMPL's popular “Dream Big” theme and programming, and its increased outreach to local schools, the Juneteenth Festival held in Virginia Avenue Park, and, for the first time, Upward Bound House, a transitional housing facility for homeless families.

The Friends of the Santa Monica Public Library sponsored the 10-week program, offering 400+ story times and reading-related programs. It is anticipated that SMPL will continue to hold its top ranking in youth summer programming when compared to other southern California cities of similar population size.

While summer reading programs are geared toward reading for pleasure, studies show that they help children retain reading and learning skills gained during the school year, and also serve to encourage lifelong learning.

For more information about free library programs, visit about smpl.org or call the Youth Services Department at 310.458.8621.

Coming to the Civic Auditorium

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOV 17</td>
<td>IDCC COLLEGE GRADUATION CEREMONY</td>
</tr>
<tr>
<td>NOV 22</td>
<td>THANKSGIVING DINNER (FREE)</td>
</tr>
<tr>
<td>NOV 30</td>
<td>INTERNATIONAL GEM &amp; JEWELRY SHOW</td>
</tr>
<tr>
<td>DEC 1, 2</td>
<td>INTERNATIONAL GEM &amp; JEWELRY SHOW</td>
</tr>
<tr>
<td>2013</td>
<td>PHOTO LA</td>
</tr>
</tbody>
</table>

The Civic Auditorium is served by Big Blue Bus lines 1, 3, 7, 8 and 10. For more information, please call 310.458.2288, or check us out on the web. All events are subject to change without notice.

santamonicanavic.org
Don't Let a Fake Fire Inspector Scam You or Your Employees!

The Santa Monica Fire Department (SMFD) cautions local business owners to be on the lookout for phony fire inspectors who are engaged in a scam that is occurring across southern California. Often wearing official-looking uniforms, these individuals come uninvited to businesses, and ask an unsuspecting employee to sign a form authorizing an “inspection” they claim to be doing on behalf of the department. They may demand payment up-front or the business owner may receive a bill at a later date.

Only the SMFD is authorized to conduct fire inspections within the city; it does not contract with outside companies for them. SMFD personnel always carry official identification that clearly states their name and position in the department; and they will contact the owner or manager of a business to explain what they will be inspecting and discuss their findings when the inspection is complete. Business owners and employees who are suspicious of a request to conduct a fire inspection should call 9-1-1 and then report the incident to the Fire Prevention Division at 310.458.8915.

For more information, visit santamonicafire.org.

LUCE: THE VISION  Continued from page 2

In the Community Planning Process

Planning & Community Development staff welcomes continued community involvement and input on a number of projects, including these:

- **COLORADO ESPLANADE** will connect the Expo Light Rail terminus station with the Pier, Downtown and Civic Center, providing tree-lined lanes for bikes and pedestrians and improved vehicular traffic systems along Colorado from 5th Street to Ocean Avenue. It is scheduled for Council's final consideration in December.

- **BICYCLE ACTION PLAN** was approved in December 2011, serving as the catalyst for recent infrastructure and education improvements, and establishing specific goals for bicycle facilities and pathways for every street in Santa Monica.

- **PEDESTRIAN ACTION PLAN** is underway to analyze pedestrian data and anticipate future demand and sensitive areas for future improvements. Stay tuned for workshops and outreach efforts.

- **DOWNTOWN SPECIFIC PLAN** will implement a vision for culture, housing and jobs in a vibrant downtown that continues to be a frequent destination for Santa Monica residents and visitors. A draft plan is anticipated for release in the spring.

- **BERGAMOT AREA PLAN** is a unique planning effort based on nurturing creative arts and industry while providing a framework for a new, mixed-use neighborhood. A draft plan is expected to be available in the next few months.

Our Collective Vision Recognized and Rewarded

The community's vision expressed through the LUCE has made Santa Monica very competitive for state and federal grants during challenging financial times. City staff has actively pursued these opportunities, garnering over $6.6 million for projects such as the Colorado Esplanade and Bikeshare, and for planning efforts related to Memorial Park and Downtown. The strong community consensus has allowed the city to remain competitive and innovative even when funding is constricted.

The LUCE was honored with the prestigious Award of Excellence for a Comprehensive Plan by the California Chapter of the American Planning Association (CCAPA) in 2011. In 2012, Santa Monica was awarded another CCAPA award for Distinguished Leadership for its Bike Action Plan. City policies to create livable neighborhoods through land use and circulation integration were also a major consideration in the US Chamber of Commerce's recognition of Santa Monica with its 2012 Siemens Sustainability Award.

To learn more about all that the LUCE means for Santa Monica’s future, we invite you to visit shapethefuture2025.net.

Santa Monica Fire Department Goes Red!

Residents will be soon be seeing more red on the road—red SMFD vehicles, that is. The department recently purchased three fire-engine-red Dodge Chargers to replace vehicles that exceeded their useful life, leading the transition of its non-apparatus fleet from white to red. Equipped with emergency lighting and distinctive markings, they will be quickly and easily identified as SMFD vehicles.

In addition to its Insurance Institute for Highway Safety “Top Safety Pick,” the Dodge Charger surrounds the heroic men and women who protect and serve the community with uncompromising safety and security equipment, a mobile-command interior, heavy-duty front seats and class-leading fuel economy.
City Technology Makes It Easier to Get Around Town

Nobody likes being stuck in traffic. Nobody. We all have places to go and things to do. To this end, the City of Santa Monica has brought online a set of technology solutions designed to make life a little less aggravating by tracking traffic and parking conditions in real-time. You can find and use this information to plan your trip, either on your computer or your mobile device.

Connected through the city's fiber optic network, traffic signals, controllers, cameras and other devices are integrated via our Advanced Traffic Management System. The entire system is managed remotely from a central location, allowing traffic signal timing to be adjusted on-the-fly to accommodate shifting traffic patterns due to peak travel times, special events, holidays and accidents.

The system also enables ambulances and other emergency vehicles to automatically trigger green lights, improving safety during operations. Parking lot and structure occupancy is electronically monitored, and real-time space availability is displayed for drivers on electronic signs and on the city website (smgov.net/parking). Wi-Fi equipped parking meters accept payments via credit cards and cell phones. Walk-up pay stations eliminate lines of cars waiting at parking lot entry gates.

A special website (smconstructs.org) provides the latest information on development projects, and connects users to information and services including social media, registration for “SM Alerts” to receive updated traffic and emergency notifications, and a customer service system to report issues to the city.

Traffic is a fact of life in Santa Monica, of course, but we’re working hard to reduce the frustration that goes with it. And these efforts have not gone unnoticed. Santa Monica earned a spot in the Information Week 500, an annual listing of the nation’s most innovative users of business technology, and also garnered two first-place Solutions Awards from the Public Technology Institute, a national nonprofit dedicated to advancing technology solutions at all levels of government.

More Free Wi-Fi for You!

Santa Monica’s public Wi-Fi service is now available any time, any day of the week. With 30 hot zones located at city facilities, parks and the beach, City Wi-Fi makes accessing the Internet from your laptop, tablet or mobile device free and easy. A scan of this QR Code with your mobile device will take you to the map of all City Wi-Fi access points, or you can visit smgov.net/citywifi to see it and get information on how to connect to this great service. (Please note that Wi-Fi access at libraries and other city buildings will be available only during hours they are open to the public.)

City Wi-Fi is also coming soon to the major commuter routes—Wilshire, Santa Monica, Pico and Lincoln boulevards—making it easier to connect to the ‘Net while riding the Big Blue Bus!

Big Blue Bus Launches New User-friendly Website

Big Blue Bus recently rolled out its new, more robust version of BigBlueBus.com, offering improved functionality to help you navigate Santa Monica and Los Angeles more easily and get to your favorite destinations more quickly. Among its many useful (and user-friendly) tools, the new site offers:

- ROUTE WIZARD This interactive trip planner with real-time bus information can tell you when the next bus will arrive at your stop, or help you find the best route to take to your destination.
- SERVICE ALERTS Found at the top of the home page, these notices provide the latest news that may affect your ride, such as detours, temporary stop closures, schedule changes, etc. Sign up to have Service Alerts e-mailed directly to your inbox!
- SEARCH The keyword search makes it fast and easy to find the information you need.

- SIZABLE TYPE “T” (text) buttons at the top of every page allow you to increase or decrease font sizes for easier reading.
- LOST & FOUND If you think you may have left something on a bus, click on the improved “Contact Us” section to submit a “Lost & Found” form. A customer service representative will contact you ASAP (during Transit Store business hours).
- RESOURCES FOR LOCAL EMPLOYERS Want to encourage your employees to use transit? Click on “Contact Us” and fill out an “Employer's Request” form to receive resources and services specific to your business.

Our goal is to continually improve our site users’ experience, and your feedback will help us better serve your needs, both online and on the bus. So visit BigBlueBus.com and take our new site for a “test ride,” then let us know what you think! And, as always, you can call us at 310.451.5444 for information and assistance.
ADULT PROGRAMS WINTER

MAIN LIBRARY


Farmers Market Talks: DIY Holiday  Learn how to use market ingredients during the holidays. Thu 11/15, 7 p.m.

LA Opera Talk: Madame Butterfly  Community educator Leonard Lipman discusses Puccini’s classic opera. Sat 11/17, 3 p.m.

Screening: Library of the Early Mind  2010 documentary exploring the art and impact of children’s literature on our kids, our culture and ourselves. Sat 12/1, 2 p.m.

Finding My Voice with Nita Whittaker LaFontaine  The wife of legendary voiceover artist Don LaFontaine discusses her journey through grief after the loss of her husband. Sat 12/15/7, 3 p.m.

Armcabin Visit to Cuba  Filmmaker Jennifer Paz offers selections and anecdotes from her travelogue film CubaPhile. Sat 1/5, 3 p.m.

CONCERTS

Concert: Susie Glaze & the HiLonesome Duo  Family-friendly concert featuring bluegrass singer-songwriter Susie Glaze. Sat 1/12, 3 p.m.

Overcoming Emotional Eating  Author and psychotherapist Julie Simon leads this seminar designed to address the mind, body and spirit imbalances underlying overeating. Sun 1/13, 2 p.m.

FAIRVIEW BRANCH LIBRARY

Container Gardening with Succulents  Make a great holiday gift, and learn about plant propagation using cuttings. Tue 12/4, 7 p.m.

Interviewing Workshop  Prepare your best answers to get the job. Mon 12/20, 7 p.m.

Literature Book Group  Saturdays, 11 a.m.

FAIRVIEW Thursday, 12/15 - Mildred Pierce by James Cain; 1/12 - Wise Blood by Flannery O’Connor

MONTANA AVENUE BRANCH LIBRARY

Classic Film and Discussion Series  Thursdays, 2 p.m.

Book Group  Wednesdays, 7 p.m.

Self-Publishing and E-Publishing Made Simple  In this informative seminar, Mike Rounds explains the intricacies of self-publishing. Sat 1/5, 12:30 p.m.

OCEAN PARK BRANCH LIBRARY

Author Talk: Melody Godfred  The author of The Agency discusses the writing process and how to self-publish your book. Sat 12/1, 2 p.m.

Pulitzer Prize Book Group  Saturdays, 11 a.m.

Mystery Book Group  Tuesdays, 7:00 p.m.

MAIN LIBRARY

Story Time Saturdays  Stories and crafts for the whole family. All ages. Sat 11/17, 12/15 and 1/12, 11 a.m.

Wacky Winter Adventure  Luce Puppet Co. presents a madcap show featuring Pepe the Dog and Freezy the Snow Girl as they travel to the North Pole. Ages 3 and up. Thu 12/20, 3:45 p.m.

Winter Break Family Fun Week!  Spend your winter break enjoying quality family time at the library! All ages. Family Flicks: Chipmunk  Wed 1/2, 2 p.m.  Family Musical Story Time  Thu 1/3, 2 p.m.  Family Gaming  Fri 1/4, 2 p.m.

YOUTH PROGRAMS

MAIN LIBRARY

Speed Reading for Teens  Thu 12/6, 7-8 p.m.

FAFSA—The Key to College Dollars  An in-depth look at the Free Application for Federal Student Aid for college. Mon 1/14, 7 p.m.

FAIRVIEW BRANCH LIBRARY

Mommy and Me Salsa  Bond your child while learning Cuban salsa, cha-cha, rumba and reggaeton. Ages 0-14 mos. Mon 11/5-12/10, 11 a.m.

This Land Is Your Land: Frankie Fuchs Performs Woody Guthrie  Listen to music and learn about American folk musician Woody Guthrie. All ages. Sat 11/10, 3 p.m.

Craft Drop-In: Gingerbread Houses  Celebrate the holidays by making a gingerbread house. Materials provided. Grades K-5. Thu 12/6, 6:30-8:30 p.m.

Programs for Tweens/Teens:

Crafty Tweens  Make cool crafts. Advance registration required. Ages 10-14. Mon 11/19 and 12/17, 3:30 p.m.

Talk It Up! Teen Book Club  Discuss the book Heart of a Samurai by Margi Preus. Eat snacks, make friends. Free copies available for the first five to sign up. Ages 11-15. Mon 12/3, 3:30-4:30 p.m.

College Financial Aid Workshop  An overview and discussion of the types available. Grades 9-12. Thu 1/17, 7-9 p.m.

MONTANA AVENUE BRANCH LIBRARY

Preschool Club  Stories and crafts for 2-5 year olds. Tue 11/13, 12/11 and 1/8, 3 p.m.

Tweens  Crafts and activities for 10-13 year olds.

Crafts and activities for 5-9 year olds.

Talk it Out! Teen Book Club  Discuss the book Heart of a Samurai by Margi Preus. Eat snacks, make friends. Free copies available for the first five to sign up. Ages 11-15. Mon 12/3, 3:30-4:30 p.m.

College Financial Aid Workshop  An overview and discussion of the types available. Grades 9-12. Thu 1/17, 7-9 p.m.

MONTANA AVENUE BRANCH LIBRARY

Classic Film and Discussion Series  Thursdays, 2 p.m.

Book Group  Wednesdays, 7 p.m.

Self-Publishing and E-Publishing Made Simple  In this informative seminar, Mike Rounds explains the intricacies of self-publishing. Sat 1/5, 12:30 p.m.

OCEAN PARK BRANCH LIBRARY

Author Talk: Melody Godfred  The author of The Agency discusses the writing process and how to self-publish your book. Sat 12/1, 2 p.m.

Pulitzer Prize Book Group  Saturdays, 11 a.m.

Mystery Book Group  Tuesdays, 7:00 p.m.

OCEAN PARK BRANCH LIBRARY

Paws & Reading  Read your favorite book to some furry friends. Registration required. Ages 5 and up. Thu 11/25, 12/6 and 1/17, 3:30-4:30 p.m.

Toddler Thanksgiving Special  Celebrate Thanksgiving with puppets! Ages 18-36 mos. Tue 11/20, 10 and 10:45 a.m.

Holiday Hoopla  Celebrate the season with puppets. Ages 3-7. Tue 12/11, 3:30-4:30 p.m.

Storytime with a Twist  Yoga and stories with Abby Schachner. Ages 5 and up. Thu 12/13, 3 p.m.

Programs for Tweens/Teens:

Reader’s Theatre  Author Marcy Winograd acts out scenes from her new book, Lola Zola and the Lemonade Crush. Ages 8 and up. Thu 11/8, 4 p.m.
Are You Watching the Road—and Your Wallet?

New, increased fines for violations of the California Motor Vehicle Code, including several that apply to pedestrians and bicycle riders, went into effect on August 1, 2012, and those who ignore them do so at risk to their personal and financial well-being. Keep in mind that some of these fines (e.g., cellphone use) are for first offenses; subsequent violations can significantly increase the cost.

- Texting while driving: $160
- Using cellphone while driving: $160
- Failure to yield to a pedestrian in a crosswalk: $234
- Bicycle not riding on right-hand side of roadway: $194
- Bicycle not traveling in same direction as vehicles: $194
- Bicycle failing to stop for a stop sign: $234
- Jaywalking: $194
- Failure to stop at red light: $480

For more tips on driving, walking and biking safer and smarter in Santa Monica, please visit smgov.net/watchtheroad.

Seascape Adds QR Codes

You’ll notice these little squares here and there on the pages of Seascape and—particularly if you still own a “dumb” phone—may wonder what they’re for. They’re called QR (Quick Response) codes, and they function a lot like the bar codes found on practically every item sold in grocery and retail stores, which store information about the product that is quickly scanned at the cash register. QR codes, however, can store much more information and they provide quick links to websites, videos, etc.—just by a quick scan with a smartphone or other camera-equipped mobile device. We’ll use QR codes judiciously in Seascape, but when you see them and scan them, they’ll take you quickly to more in-depth information about the topic at hand than we have room to print.