

# 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



## TWILIGHT DANCE SERIES ROCKS ON

*The performances at this summer's Twilight Dance Series are wowing the crowds every Thursday on the Santa Monica Pier—and there is still plenty of summer left to enjoy the music, the fun, the ocean breezes and the beauty of Santa Monica at twilight! The free concerts begin at 7:30 p.m. Check out these great acts on tap for the rest of the series:*

### AUGUST 2 ZYDECO AND WESTERN SOUL

*Queen Ida and her Zydeco Band with Hacienda Brothers*

### AUGUST 9 SPIRITUAL HIP-HOP

*Arrested Development with the Agape International Choir*

### AUGUST 16 FROM THE ROCK N' ROLL HALL OF FAME

*An Evening with Patti Smith*

### AUGUST 23 AMERICANA

*Holmes Brothers with Carrie Rodriguez*

### AUGUST 30 LA'S FAVORITE BAND

*An Evening with Los Lobos*

*The Pier is located at the intersection of Colorado and Ocean Avenues. Please consider walking, biking or using public transit to get to there as nearby parking is limited. Try our all-new, free bicycle valet service! If you must drive, you'll find parking lots at 2030 Ocean Avenue and 1550 PCH, south of the Pier. For more concert information, please visit [twilightdance.org](http://twilightdance.org) or call (310) 458-8900. For bus information, go to [bigbluebus.com](http://bigbluebus.com) and [mta.net](http://mta.net), or call (310) 441-5444.*



Winning poster design by Ginna Hepp

## ENDING HOMELESSNESS IN SANTA MONICA: WHAT'S NEW, WHAT'S NEXT

An independent evaluation of the network of homeless services available in Santa Monica was conducted earlier this year and yielded valuable insights for streamlining programs to improve our effectiveness in dealing with homelessness in our city. The resulting recommendations focused on seven key areas: addressing the impact of homeless people in public spaces; reducing the flow of homeless people into the city so Santa Monica handles only its “fair share”; improving the performance of local services; increasing public education and involvement; defining the city’s role; creating a process for community-wide discussion on homeless issues; and gathering better data.

Together with our community partners, city staff have been developing a number of new initiatives to address these key areas of concern. Some are still in the formative stages, including implementation of a new homeless management information system to aid the city and social service organizations in collecting and analyzing data on client services. Other efforts are already underway and we are making progress on several fronts, including:

- ▲ The launch of a public education campaign, which began in April with the broadcast of *It's Your Call: Homelessness in Our Community*, a viewer call-in show aired live on CityTV. Each week for 13 weeks, the program featured local and regional experts discussing and responding to callers' questions and concerns about homelessness.
- ▲ Adoption and enforcement of a new city ordinance that prohibits leaving donated food, clothing and other material items in our parks, or on adjacent sidewalks or parkways.
- ▲ Advocacy for federal assistance to provide housing subsidies for 15 additional chronically homeless individuals who have been on the streets of Santa Monica for a number of years.
- ▲ Expansion of supportive services through two new projects focused on regional approaches. The Chronic Homeless Project utilizes interagency collaboration and rental subsidies to move the long-term homeless off the streets and into permanent housing. Services are provided before and after the move. The Santa Monica Homeless Community Court links chronically homeless individuals cited for “presence” crimes in Santa Monica with services designed to move them off the streets and reduce the likelihood of rearrest. Persons are expected to demonstrate progress toward ending their homelessness in order to avoid jail.
- ▲ Targeted outreach by community-based and city-funded outreach teams on the Third Street Promenade, to help move long-term homeless individuals into housing.

PLEASE VISIT [HOMELESSNESSACTION.SMGOV.NET](http://HOMELESSNESSACTION.SMGOV.NET) FOR MORE INFORMATION ABOUT THESE PROGRAMS, OR CALL (310) 458-8701.



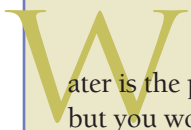
**Briefly...**

**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 two and a half months are August 3, 17 and 31, September 14 and 28 and October 12. All city offices will be closed on Monday, September 3 for the Labor Day holiday.**

**EUCLID PARK IS NOW OPEN** Come check out Santa Monica's newest neighborhood park at 1525 Euclid Avenue! Designed by Rios Clementi Hale Studios and artist Abbie Baron, this delightful little park is only .3 acres but beautifully incorporates a swing set, climber, rolling lawn, storytelling spot, birdhouse sculptures and a trellis—all meant to encourage "back yard" activities that complement the neighborhood. The park also includes an area for gardening classes and ten community garden plots.

**SANTA MONICA IS A SUSTAINABLE COMMUNITY**

**THE TRUTH ABOUT OUR WATER USE**



Water is the primary building block of life, our economy and civilization itself, but you would hardly know it in these United States. Often divorced from its sources, water has become an abstraction, especially for many Southern Californians. Flowing as an odorless and colorless commodity through an essentially invisible infrastructure, water is an undervalued resource. Although in times of drought Santa Monica residents have cooperated with strict conservation efforts, the last time residents were asked to reduce their water consumption was in the early 1990s. As Southern California enters its driest year on record, it appears likely conservation measures will become the new norm.



That is because there is no magic fix. No new rivers left to dam. This means we are finding the water we need not by capturing more from nature, but by using it more efficiently at home and at work. We simply need to look at how we use water, and find even small ways to reduce our consumption. The City of Santa Monica is joining its sister water agencies across the southland in promoting the "20 Gallon Challenge," a public outreach initiative that provides tips on how individuals can reduce their personal water use by 20 gallons each day. Look for "challenge" information in your local paper or on-line at [www.smgov.net](http://www.smgov.net) in the coming weeks. In the meantime, here are some things the experts say can get us off to a good start:

- ▲ Plant California Friendly® landscaping.
- ▲ Cover pools and spas to reduce evaporation.
- ▲ Find and fix all leaks—a potential saving of 2,000 gallons per property each year.
- ▲ Convert to high-efficiency toilets (HETs), the new international standard.
- ▲ Purchase new front-loading, water-efficient clothes washing machines and save 40% of water use and 60% of energy.
- ▲ Replace conventional spray irrigation with drip systems and smart controllers and save 60% on water use.

Despite the city's goal and our efforts to reach it, water managers have limited influence and limited ad dollars with which to shift the way tens of millions of Americans think about this resource. To bridge the gap between the status quo—which is not sustainable over time—and our water future, we must each begin with ourselves.

**TO FIND OUT ABOUT REBATES, GRANTS AND OTHER WATER-SAVING IDEAS VISIT [WWW.SMEPRD.ORG](http://WWW.SMEPRD.ORG) OR CALL 1-866-728-3229.**

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](mailto:seascape@smgov.net) or mail to:

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

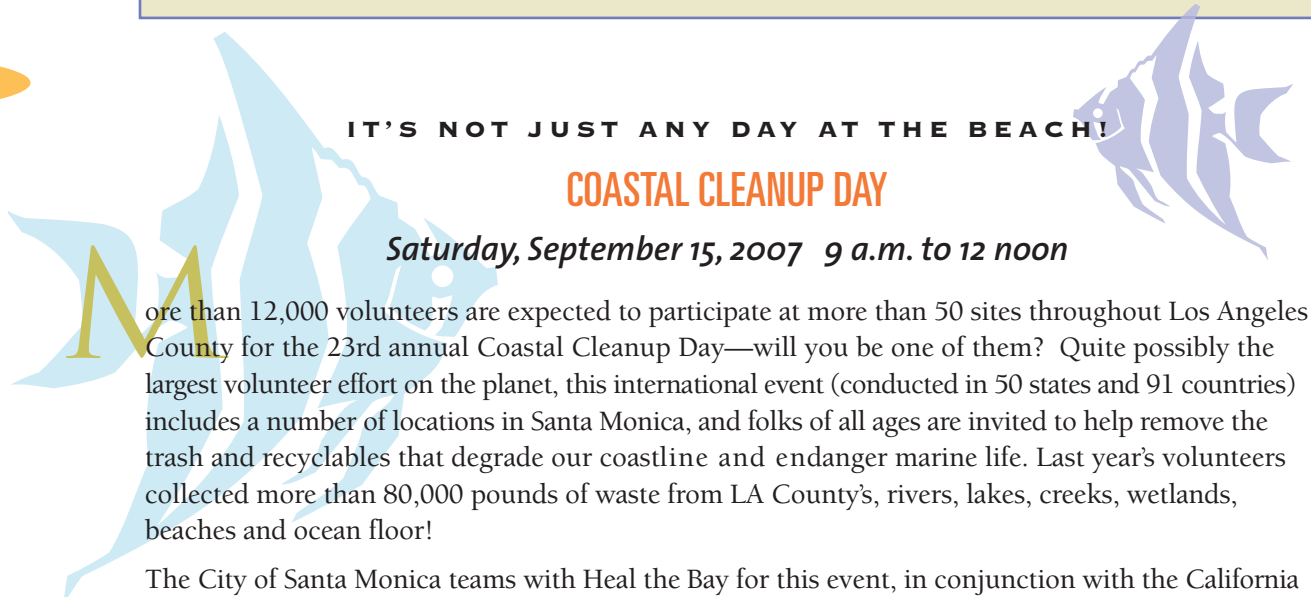
▲ ▲ ▲

**Diane Kuntz Design**

**IT'S NOT JUST ANY DAY AT THE BEACH!**

**COASTAL CLEANUP DAY**

**Saturday, September 15, 2007 9 a.m. to 12 noon**



More than 12,000 volunteers are expected to participate at more than 50 sites throughout Los Angeles County for the 23rd annual Coastal Cleanup Day—will you be one of them? Quite possibly the largest volunteer effort on the planet, this international event (conducted in 50 states and 91 countries) includes a number of locations in Santa Monica, and folks of all ages are invited to help remove the trash and recyclables that degrade our coastline and endanger marine life. Last year's volunteers collected more than 80,000 pounds of waste from LA County's, rivers, lakes, creeks, wetlands, beaches and ocean floor!

The City of Santa Monica teams with Heal the Bay for this event, in conjunction with the California Coastal Commission and L.A. Department of Beaches and Harbors. We hope you will come out, and encourage your family, friends, neighbors and co-workers to also join the thousands of volunteers around the world in taking a stand against pollution on Coastal Cleanup Day. To be part of the action, visit [healthebay.org](http://healthebay.org) or call the city's volunteer program at (310) 458-8300.

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).



## THE FUTURE OF OUR INDUSTRIAL LANDS IS IN YOUR HANDS

The city's Land Use and Circulation Elements (LUCE) update provides a framework for decision-making to determine how the community will look and function as it evolves over the next 20 years. The City Council recently endorsed principles—developed through a series of community workshops—that will guide the city's planning for neighborhoods and boulevards. These principles affirm that:



- ▲ Neighborhood character should be conserved and enhanced.
- ▲ Planning and permitting processes should focus on creating places that benefit the community, not merely on the approval of buildings.
- ▲ Boulevards can provide strategic opportunities that support neighborhoods, bring people together and promote walkability, transit ridership and bicycling.
- ▲ Strategies should emphasize moving people, not just cars.

The next focus of LUCE is on the “industrial lands” area of the city, which is generally between the Santa Monica (I-10) freeway and Colorado Avenue, and the eastern city limit and the Big Blue Bus yard at 5th Street. A citywide workshop, held just as *SeaScape* went to press, explored a number of issues and opportunities, including:

- ▲ continued light industry and entertainment office uses;
- ▲ creation of new neighborhoods with basic infrastructure such as roadways, sidewalks and parks;
- ▲ possible work-force housing;
- ▲ connections across existing barriers to promote walkability and access to other transportation modes, including any future light rail station(s);
- ▲ supporting the arts community and the city's open space policies.

A second workshop on the city's industrial lands will be held in September, providing a forum for Santa Monicans to create a shared vision of their community. Visit [www.shapethefuture2025.net](http://www.shapethefuture2025.net) for details or call (310) 458-8341.




## CITY TV HIGHLIGHTS

*Santa Monica's own CityTV is now airing two great new shows and one old favorite! First, catch up with California's best tour guide, Huell Howser, as he works his way up and down our coast. California's Water shows how to be wise with our most precious resource, while California's Green offers everyday examples of environmental consciousness. Then, don't miss Between The Lines with Barry Kibrick, a compelling talk show that focuses on the most fascinating authors of our time. Please check your local listings for air times, or go to [www.citytv.org](http://www.citytv.org) for a complete schedule. CityTV is available to cable TV subscribers on channel 16.*

## A BRIDGE TO BETTER LIVES

*Thirteen young people, ranging in age from 15 to 19, are enrolled in the city's new NIGHT BRIDGES program at Virginia Avenue Park. Launched in March with funding from the U.S. Department of Justice, Night Bridges is designed to help older youth identify goals and develop skills through one-on-one tutoring, employment support, recreation and fitness opportunities and group outings. With assistance from the Santa Monica Police Department, the program also helps parents identify the early signs of gang involvement and teach them how to talk with their children about risky activity. Night Bridges is offered Tuesday through Thursday, from 5 to 10 p.m. For more information, call the park office at (310) 458-8688.*


### FATS, OILS AND GREASE (F.O.G.) REPRESENT THE MOST SERIOUS ENEMY OF OUR PUBLIC SEWER LINES




When FOG is dumped down your kitchen drain, it goes straight into the sewer lines and over time clogs your pipes and causes sewer line blockages. Once sewer lines become blocked, wastewater full of fats, oil and grease is forced up through manhole (utility) covers onto our streets and into our storm drain system. The untreated sewage flows through our storm drains to the Santa Monica Bay.

- Never pour grease down sink drains or into toilets.
- Scrape solids and food scraps from cooking surfaces, plates and utensils into the trash can. Use paper towels to wipe down excess grease from utensils and work areas.
- Garbage disposals do not keep grease out of the plumbing system. Garbage disposals only shred solid material into smaller pieces; they do not prevent grease from going down the drain and clogging sewer lines. Use a strainer to capture solids.
- Collect waste cooking grease in a proper container (such as a coffee can) with a tight lid. Waste cooking oil can be recycled into usable products. Use the city's Household Hazardous Waste Center to dispose of the waste cooking grease (310-458-8255). A maximum of 1 gallon of waste grease will be accepted per carload. The service is strictly limited to Santa Monica residents.

**WHAT CAN YOU DO TO HELP?**  
Follow the simple guidelines listed here for the disposal of fats, oils and grease. Talk to your friends and neighbors about the problem of waste cooking grease in the sewer lines and its proper disposal. Encourage them to follow the guidelines, too.



City of Santa Monica | Water Pollution Prevention | Water Resources Protection Programs  
1212 5th Street, 3rd Floor | Santa Monica, CA 90401 | Tel: **310-458-8235**  
[www.smgov.net/epwm/utilities](http://www.smgov.net/epwm/utilities)





## ARTifacts:

*News and Announcements from the Santa Monica Cultural Affairs Division*

## WHAT'S NEW IN PARKS?

- ▲ *The water features at DOUGLAS and VIRGINIA AVENUE PARKS have been activated for the summer. Cool off the kids on a hot summer day! (And no need to worry about water waste at either park—it's recycled for irrigation at Douglas, and recirculated at Virginia Avenue.)*
- ▲ *The tot lot surfaces at DOUGLAS and CLOVER PARKS have been repaired. Bring the kids out to jump, climb and tumble!*
- ▲ *The sports fields at LOS AMIGOS, CLOVER and STEWART STREET PARKS are closed for renovation. Look for new, spruced up fields in September... just in time for soccer!*
- ▲ *After a two-year closure, the access trail to PALISADES PARK at Idaho Avenue (between the pedestrian bridge across PCH and the bluffs), will soon be reopened. Repairs have been made to the area and the trail has been restabilized. Take a hike! Reach the park from the beach!... Also, sections of the bluffs along the east side of PCH, just below the park, are cleaned each month by groundskeepers to reduce the risk of fire and keep the area looking nice.*

**JAZZ ON THE LAWN** What could be better than spending a warm Sunday afternoon in August lazing in the grass? Perhaps you'd like a fresh ocean breeze to cool your brow? Maybe the icing on the cake would be smooth jazz sounds wafting along on those coastal zephyrs?

You can enjoy it all beginning Sunday, August 5 at 5 p.m. when *Brasil, Brazil* kicks off the return of this great free concert series. On August 12, enjoy the energetic performance of the *Jazz Tap Ensemble*, and the cool sounds of Nate Birkey on August 19. Then Santa Monica's own hot salsa mama, Maggie Palomo, will wrap it all up on August 26. For more details, call (310) 458-8350 or e-mail [hamp.simmons@smgov.net](mailto:hamp.simmons@smgov.net).

**INTRODUCING THE CULTURE PORTAL WEBSITE** Looking for something fun to do? The latest guide for one-stop shopping for arts information in Santa Monica is coming to [creativesantamonica.smgov.net](http://creativesantamonica.smgov.net) in August. This exciting new web portal will provide links to all of the local nonprofit arts agencies, the weekly arts and culture e-newsletter, the Palette and lots more—watch for it!

**ART IN THE PARKING LOT!** The exterior of the new Civic Center Parking Structure (CCPS) has captured the attention of everyone driving by, but what's inside is just as special. Each level is distinguished by its own sculpture, created by nationally acclaimed artist Mark Lere, so you're reminded which floor you're on by the sculpture that sits near the elevator. At right is Lere's 6th floor sculpture, a tantalizing example of the imaginative art you'll find in CCPS.

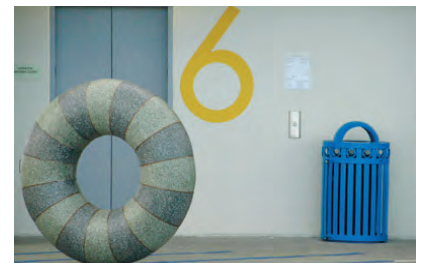


Photo by Fabian Lewkowicz / SantaMonicaCloseup.com

**SPARK GOES TO THE LIBRARY** On Thursday, September 20, at 7 p.m., SPARK at Powerhouse Theatre makes a special trip to the Main Library's Martin Luther King, Jr. Auditorium, with a collection of stories (for audiences 16 and older) by local story tellers based on the theme of "Lived and Learned." Admission to this special event, funded by the city's CO-ARTS Grants program, is free. Visit [www.smpl.org](http://www.smpl.org) or e-mail [sparkstories@gmail.com](mailto:sparkstories@gmail.com) for details.

**HAPPENING AT MILES PLAYHOUSE**

- ▲ **GODISLAV**, an original play by Nancy Beverly, August 3-26. Fridays and Saturdays at 8 p.m., Sundays at 3 p.m. For reservations and information, visit [www.playwrights6.org](http://www.playwrights6.org)
- ▲ **ENSEMBLE STUDIO THEATER-LA** presents two new plays in staged readings, August 30 – September 23. Visit [www.ensemblestudiotheatre.com](http://www.ensemblestudiotheatre.com) for more on this exciting company.
- ▲ **ECLIPSE STRING QUARTET**, a world-class ensemble returns for a weekend of intimate music, October 4-7. Visit [www.eclipsequartet.com](http://www.eclipsequartet.com) for more information.

Parking for the Miles Playhouse is FREE at 808 Wilshire Boulevard. Visit [www.milesplayhouse.org](http://www.milesplayhouse.org) for directions and schedule information.

**HISTORIC SHOTGUN HOUSE GETS A PERMANENT HOME**

The last intact "shotgun" house in Santa Monica, so-called because a gun could be fired straight through from front to back, has been given a new lease on life. The City Council voted recently to let the 1890s-era home, designated a historic landmark in 1999, be permanently sited on the public parking lot at Second Street and Norman Place, just a few blocks from where it was originally built in Ocean Park.

The house will sit in the Third Street Neighborhood Historic District, across from the Ocean Park Library, a 1918 Carnegie library in the Classical Revival style, and adjacent to the Streamline Moderne building, built in 1938, that was once the Merle Norman Company's headquarters. The location is also near the 1894 Victorian that houses the California Heritage Museum. Karen Ginsberg, assistant director of the Community & Cultural Services Department, noted that the addition of the shotgun house to the neighborhood offers "a visible history of our city as seen through its architecture."

Prospective tenants must use the house for public benefit, and among other requirements, must raise the funds and oversee rehabilitation work, estimated to cost approximately \$250,000. The city will solicit proposals from nonprofit organizations later this year. For more information, please call (310) 458-8310.



*This photo illustrates how the shotgun house will look on the lot.*



## WALK RIGHT IN—TO SOLAR SANTA MONICA

Walk into Solar Santa Monica's office at 1212 5th Street and you'll be taking your first step toward energy independence. Solar Santa Monica is a city-sponsored program that aims to make Santa Monica energy independent by 2020. It starts by helping local residents and businesses save money through energy efficiency, and then turns them into energy producers using solar systems. Solar Santa Monica aims to improve the efficiency of every building in the city and put solar panels on 17,000 roofs!

Our experts make it easy to participate. When you visit our office, we'll show you how you can permanently lower your utility bills, get discounts on everything from appliances to solar panels, find a pre-qualified solar contractor who will warranty your installation and even increase the value of your property.

Solar Santa Monica also offers workshops on energy topics, including:

- ▲ **Solar 101** The basics, from solar array to net zero
- ▲ **Solar Contractor Proposals** How to compare bids "apples-to-apples"
- ▲ **Hot Water or Electricity** What solar should I get?
- ▲ **Financing Solar** Looking at the options
- ▲ **Advanced Solar Designs**
- ▲ **Passive Solar** (Or, "I don't need no stinkin' panels")



CHECK OUR WEBSITE AT [SOLARSANTAMONICA.COM](http://SOLARSANTAMONICA.COM) FOR WORKSHOP DATES AND TIMES.

YOU CAN ALSO VISIT OUR OFFICE OR CALL (310) 458-4992 TO LEARN MORE!



## JUNETEENTH CELEBRATION HONORS FREEDOM, COMMUNITY

The 15th annual Santa Monica Juneteenth Celebration, one of hundreds of events nationwide that commemorate the day in 1865 when many slaves first learned of their emancipation—two and a half years after its declaration by President Abraham Lincoln—brought the community together for a day of excitement, entertainment and reflection at Virginia Avenue Park on Saturday, June 16. Co-produced by the City of Santa Monica and the Juneteenth Celebration Committee, Inc. (JCCI), this year's theme of "Flight After Freedom" was, in the words of JCCI founder and CEO LaVerne Ross, meant "to showcase former innovators and future explorers, [reflecting] the progress following slavery,

through diverse activities designed to motivate, educate and inform" those in attendance. Entertainment was part of the plan, too.

Hundreds of spectators were, indeed, thrilled with a helicopter flyover and acrobatic performance and the appearance of the African-American Youth Aviator Explorers from Compton-based Tomorrow's Aeronautical Museum. These young men set national and international records in aviation when they were 11 to 14 years old. Performances by jazz, blues and gospel singers, musicians and poets, martial arts demonstrations, and appearances by members of both the Buffalo Soldiers (Black Seminoles of North America) and the World War II combat group Tuskegee Airmen, also highlighted the day's events.



Aviator Explorer Jimmie Haywood receives a certificate of recognition from LaVerne Ross.

Santa Monica's mayor presented a City Council proclamation of June 16-22 as Juneteenth Week, and residents were encouraged to reflect on the 142-year-old celebration's meaning to the community and the nation as they enjoyed the day's festivities. For more information, please call JCCI at (310) 451-8124.



Tuskegee Airman Victor Frank Miller visited with many Juneteenth spectators

## SMCVB CELEBRATES 25 YEARS OF SUCCESS AND SERVICE TO THE COMMUNITY

*This year, the nonprofit Santa Monica Convention & Visitors Bureau (SMCVB) celebrates more than two decades as a valued community resource. Since 1982, SMCVB has provided information to local residents and tourists near and far, increasing both tourism revenues and local employment opportunities through promotion of Santa Monica as a premier travel destination.*

*Much of SMCVB's success stems from the exceptional services it provides, including:*

- ▲ *Accommodation and dining reservations*
- ▲ *Information on attractions, restaurants, shopping, nightlife and art exhibits*
- ▲ *Santa Monica visitor guides and maps, and sightseeing and walking-tour information*
- ▲ *Detailed public transit information and fare cards*
- ▲ *Santa Monica gifts and souvenirs*

*What's more, SMCVB's efforts to encourage direct-tourism spending helped raise more than \$30 million dollars in 2006 for the city's general fund budget, essential to maintaining city streets and parks, local libraries and public safety services.*

*And as a Santa Monica-certified "Green Business," SMCVB sets a great example to others for practicing and promoting a sustainable lifestyle.*

*We look forward to serving the community in the next 25 years! For more information about SMCVB, visit us at 1920 Main Street, or call (310) 319-6263.*







## BIG BLUE BUS Getaways!

### THE AMERICAN RIVIERA Santa Barbara, Saturday, August 18

Just a short walk from the Santa Barbara Pier are some of the best museums, shopping and dining in the region, along State Street and the outdoor paseos. Grab a pedicab, hail a taxi or hop aboard an eco-friendly electric shuttle and zip between downtown and the waterfront in minutes. \$35 per person (meals not included).

### FIND YOUR FUN! LA County Fair, Pomona, Saturday, Sept. 15

The largest county fair in the nation celebrates its 85th year this fall. Featuring top-name performing artists on the grandstand stage, the fair maintains its traditional attractions: livestock, home, hobby, woodworking and floral exhibits. Kiddie carnivals, horse racing, the largest marketplace west of the Mississippi and thousands of culinary delights ensure fun for the entire family! \$35 per adult/senior; \$25 per child (6 to 12 years); meals not included.

### A DAY IN THE DESERT Palm Springs and Spa Resort Casino, Saturday, Oct. 6

October is the perfect time to escape to the warm and sunny landscape of Palm Springs. Enjoy a day of shopping or savor a delicious meal, take a tour of the stars' homes or enjoy the fabulous Palm Springs Follies Show.\* And don't miss the Spa Resort Casino, famous for its natural healing waters, fine restaurants and casino. \$35 per person (meals, sightseeing tours, Follies not included).

CALL (310) 451-5444 FOR TICKETS AND INFORMATION  
OR VISIT WWW.BIGBLUEBUS.COM

## CALIFORNIA LAWYERS FOR THE ARTS WORKSHOP CALENDAR

These informal workshops, led by experienced attorneys and other knowledgeable professionals, are held on Wednesday evenings from 7 to 8:30 p.m., at the Ken Edwards Center, 1527 4th Street. \$10 for CLA members and Santa Monica residents, \$20 for non-members and non-residents. Please reserve early to ensure seating—call CLA at (310) 998-5590 or e-mail UserCLA@aol.com.

**AUGUST 8: AGENTS, MANAGERS AND ATTORNEYS** A panel of experts will describe their different responsibilities and powers.

**AUGUST 22: GETTING A BOOK PUBLISHED: FICTION, NON-FICTION, ACQUIRING RIGHTS AND REPRESENTATION** Topics include query letters, dealing with publishers and agents and legal issues relevant to publishing.

**SEPTEMBER 5: ARTIST PARTNERSHIP AGREEMENTS** Learn the basics of establishing fair and equitable agreements with those you work with, including profit-sharing agreements, joint projects and other partnerships.

**SEPTEMBER 26: HOW TO PITCH YOUR IDEA AND PROTECT IT** Best methods for protecting intellectual property.

Supported in part by the City of Santa Monica's Cultural Affairs Division, the California Arts Council, the County of Los Angeles Dispute Resolution Program and the 18th Street Arts Center.

Ken Edwards Center is wheelchair accessible and is served by Big Blue Bus lines 1, 2, 3, 7, 8, 9 and 10.

- ▲ **FRIENDS OF THE LIBRARY SPECIAL SALE** Saturday, July 28, 11 a.m. to 2 p.m. Items include art and photograph books, rare and old books, signed editions and more in the Used Bookstore at the Santa Monica Public Library, 601 Santa Monica Blvd. Proceeds benefit several of the programs of the Santa Monica Public Library.
- ▲ **LAST WAVES OF SUMMER** Saturday and Sunday, August 25-26, 12:30 to 6 p.m. Come to the Santa Monica Pier Aquarium (just below the Carousel on Ocean Front Walk) and get close up and personal with creatures from the sea at the touch tank exhibits, learn about wave dynamics, and even explore the underwater habitat beneath the Pier without getting wet! There's lots more for kids of all ages! Visit [www.healthebay.org/smpa](http://www.healthebay.org/smpa) for details.
- ▲ **DRIVE-IN MOVIES AT THE PIER** Thursdays, September 6-27. Watch family-friendly movies under the stars! Admission is free. Ticket outlets and the movie schedule will be available in August; check [www.santamonicapier.org](http://www.santamonicapier.org), call (310) 458-8900 or look for flyers around town for more information.

## SUSTAINABILITY WEEK: SEPTEMBER 17 - 21, 2007

SANTA MONICA CELEBRATES 13 YEARS OF SUSTAINABLE SUCCESSES

Sustainability Tour • Report Card Announcement • Concert  
Film Screening • Green Business Mixer

WATCH FOR DETAILS IN SEPTEMBER AT [WWW.SMEPD.ORG](http://WWW.SMEPD.ORG)




## The Alternative Car and Transportation Expo

Friday & Saturday  
**October 19 & 20**

- Expanded speakers' presentation
- Dedicated alternative and renewable energy section
- Many more added areas

**free admission** For further information please call **310-390-2930** [www.altcarexpo.com](http://www.altcarexpo.com)

"AltCar Expo is the premier event to experience first-hand how our health and quality of life do not need to be held hostage to Big Petroleum. This event truly showcases the widest range of energy and vehicle alternatives that are far cleaner and more fuel efficient, ultimately improving the lives we lead."  
— Terry Tarranen, Former Secretary of the California Environmental Protection Agency and Author of "Lives Per Gallon: The True Cost of Our Oil Addiction."

"The 2006 Expo was well attended with overflowing crowds in the hangar at Santa Monica Airport and the interest was intense. For 2007 we are planning to bring our prototype PHEVs to show, making it even more interesting."  
— Dr. Andrew Frank, UC Davis




Stay informed and on the move despite local construction activities that affect motorist and pedestrian travel. Weekly updates are available on the web at [knowB4Ugo.smgov.net](http://knowB4Ugo.smgov.net), or call "City Hall On Call" at (310) 458-8999 (enter 1 and then 716). TTY users may call (310) 458-2243. These projects are scheduled to be underway this fall:



▲ **DOWNTOWN** (Area bounded by Lincoln Blvd. / Wilshire Blvd. / Beach / Pico Blvd.)

**Access Center Construction** Construction continues at 503 Olympic Blvd. for the new Access Center building. The sidewalk on Olympic between 5th & 7th Streets is closed to pedestrians except Samoshel residents.

**Downtown Fiber Communication and Traffic Signal Modification** The existing traffic signal conduit system in Downtown is being upgraded for fiber optic communication with the Advanced Traffic Management System (ATMS). The project includes traffic signal modification improvements to 11 intersections in the downtown area, as well as five others at locations across the city. Construction will begin later this summer and continue for approximately one year.

**2nd and 4th Streetscape Improvements** Eight blocks of pedestrian and streetscape improvements along 2nd and 4th Streets, parallel to the Third Street Promenade, will include tree removal and planting, new pedestrian lighting, crosswalks enhancements and curb cuts at major intersections. Construction will begin in early fall and continue for approximately one year.

▲ **VARIOUS LOCATIONS CITYWIDE**

**Annenberg Community Beach House at Santa Monica State Beach** The historic Marion Davies Estate and former Sand & Sea Club is being rehabilitated for use as a public beach facility. During construction, parking in Lot 10 North near Back on the Beach is very limited; patrons are advised to use Lot 9 North. The new facility is expected to open in January 2009.

**Annual Street Improvements** Improvements include sidewalk repairs, street resurfacing and bus pad replacements on transit routes. Detours are posted around the construction areas.

**Montana / Wilshire Storm Water Diversion Structures** Work continues on this project with traffic lanes narrowed to two lanes north and one lane south on Ocean at Wilshire. The project is scheduled to be completed by November 2007.



## CLEANER FUELS MEAN BETTER HEALTH

Most buses, trucks and large vehicles run on diesel fuel, and their exhaust contains numerous harmful pollutants, including sulfur dioxides, nitrogen oxides, hydrocarbons, carbon monoxide and dioxide and particulate matter. One chemical in diesel exhaust, polycyclic aromatic hydrocarbon (PAH), has been identified by the American Cancer Society as a cause of breast cancer. In addition, short-term exposure to diesel exhaust can cause headache, nausea, eye, nose and throat irritation and respiratory ailments.



In light of these and other concerns, the City of Santa Monica continues to expand its use of safer and cleaner-running fuels, such as liquefied and compressed natural gas, electric and biodiesel, a renewable and bio-degradable source of fuel. Although natural gas and new electric vehicles run cleaner than diesel, the use of biodiesel is an excellent option for diesel-fueled vehicles in which an electric or natural gas version is not available. Because of the variety of available biodiesel fuels, the city is developing purchasing criteria to ensure that biodiesel with the greatest life-cycle environmental benefits are obtained.

With approximately 80 of the city's heavy-duty fleet vehicles and equipment now operating on a blend of 50% biodiesel with petroleum ("B50"), an emissions reduction of 30 to 50% of most diesel pollutants, including PAHs, is achieved. The Big Blue Bus is now using "B20" biodiesel in 92 of its buses, reducing these pollutants, as well. The only pollutant that increases somewhat with biodiesel is nitrogen oxide. The fact is, we can all breathe easier because these cleaner fuels will remove 470 lbs. of hydrocarbons, 594 lbs. of particulate matter, 5,213 lbs. of carbon monoxide and 341 lbs. of sulfur dioxide from the air each year. An added bonus is the reduction of over 1.2 million lbs. of carbon dioxide, making the use of these clean-air fuel technologies a triumph for both public health and the environment.

Promoting alternative-fuel vehicles is part of a larger effort that has successfully transformed 81% of the city's public works fleet. For more information on this program, contact Fleet Supervisor Rick Sikes at (310) 458-8514.

## CYBERNEWZ

### FIVE AWARDS FOR SANTA MONICA TECHNOLOGY INITIATIVES

The City of Santa Monica has won two awards and three honorable mentions for five new and innovative technology projects. Presented by the Public Technology Institute (PTI), a Washington, DC-based nonprofit research and development organization, the awards recognize local governments that use technology to increase revenues, improve service to their community, save tax dollars or improve management.

#### Real Time Parking Availability

Earning a Solutions Award is [parkingspacenow.smgov.net](http://parkingspacenow.smgov.net), which displays on a web page updated every five seconds the number of available parking spaces in downtown structures and beach lots. Electronic signs located at entrances to the structures and lots immediately notify drivers of parking space availability. Both of these options allow for better planning of travel in the downtown area, while a graphical display on an office computer enables city staff to monitor occupancy in real-time, open and close structures and lots as necessary, and to deploy traffic mitigation resources when needed.

#### Boards and Commissions Management System

The second Solutions Award went to the city's custom-made program designed to help manage the board and commission application and appointment process. The program provides a central database with management tools for Records and Election Services staff, separate web interfaces for the public and for City Council, and data for printing the Boards and Commissions Directory. Interested persons can view lists of current Board and Commission members and vacancies on the city's website, and obtain candidate application forms specific to each appointed body. Applicant information is displayed to the public and is available to City Council Members; and applicants are advised of their status via web generated auto-replies and e-mail.

#### Honorable Mentions

One of three honorable mentions went to the city's on-line **EVENTS CALENDAR**, designed and programmed by city staff and available to the public on the home page at [www.smgov.net](http://www.smgov.net). A second honorable mention was given to the **LIVE MOBILE VIDEO SYSTEM** installed in every city police patrol car. It provides immediate, remote assessment of resource needs at traffic accident sites and other incident locations, as well as in the event of a local emergency. Finally, PTI recognition was given to another **VIDEO CAMERA SYSTEM**, this one installed at 123 sites on the Third Street Promenade and Santa Monica Pier and connected to the Public Safety Facility, providing digital video 24 hours a day, 7 days a week.



## SEASCAPE HIGHLIGHTS

*Update on Efforts to End Homelessness in Our City* ..... 1

*The Truth About Water Use* ..... 2

*LUCE Turns Focus on Industrial Lands* ..... 3

*ARTifacts: News from Cultural Affairs* ..... 4

*SMCVB Celebrates Silver Anniversary* ..... 5

*Happening Around Town* ..... 6

*Cleaner Fuels Mean Better Health* ..... 7

*RecScape* ..... Insert



## LONG-RANGE COUNCIL AGENDA ITEMS

### MAJOR MATTERS EXPECTED TO COME BEFORE CITY COUNCIL AUGUST TO OCTOBER

- ▲ Consideration of policy for contracting out services.
- ▲ Consideration of recommended strategies to conserve Santa Monica's private tree canopy, including public education, technical support and regulation.
- ▲ Consideration of policy related to the placement of banners on street poles.
- ▲ Measure V Action Plan for implementation of stormwater projects utilizing Measure V funds.
- ▲ Redevelopment Agency review of the proposed Santa Monica Place remodel.

*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](http://www.smgov.net).*



City of **Santa Monica**

1685 Main Street  
P.O. Box 2200  
Santa Monica, CA 90407-2200

Fall Recreation  
Classes Inside!

Postal Customer  
Santa Monica, CA

PRSRT STD  
U. S. POSTAGE  
PAID  
PERMIT NO. 222  
SANTA MONICA, CA

*partnership*

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*free*

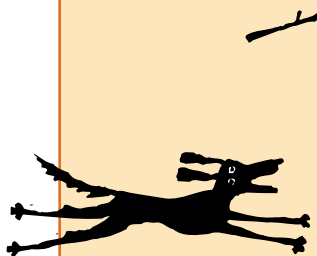
for more info  
SMCPD Crime Prevention  
310-458-8474

6-8 pm

in front of the Public Safety Facility  
*celebrating our lowest crime rate since 1956*

## SUMMERTIME...AND THE DOG WALKIN' IS EASY!

*Santa Monicans love their dogs and they love taking their dogs on walks—through the neighborhood, to the park and around town—because it's great exercise for all concerned. Please remember, just as you need that leash, you must always bring along something with which to clean up after your canine*



*friends. It's the law (SMMC 4.04.385) and, in addition to being appreciated by property owners, park visitors and others following behind, it will also help prevent polluted runoff from reaching Santa Monica Bay, keeping our coastline and water safe for beachgoers and marine life.*

