

# 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



## NEW BUS FARES COMING JULY 1

*New Big Blue Bus fares will go into effect July 1, aimed at accomplishing three important goals:*

- ▲ *simplifying fare and transfer policies to make riding easier;*
- ▲ *ensuring that the Big Blue Bus can continue providing passengers with transit service at or above its current level;*
- ▲ *creating a structure to allow the introduction of a day pass; and*

*The new day pass offers passengers the ability to ride all day in any direction, hopping on and off buses as frequently as they choose. Riders may purchase a day pass on the bus, from Big Blue Bus Customer Service and from other fare sales outlets (all city libraries and the libraries at Santa Monica College and Santa Monica High School). The day pass will help minimize the fare increase some riders may experience (for example, students paying cash), since the more they use the pass, the less their fare per trip will cost.*

*In addition, free transfers are being replaced with a universal transfer which will be available at 50¢ for regular and student fare riders, and 10¢ for senior, Medicare and disabled passengers.*

*This universal transfer can be used one time only, and is valid on local Big Blue Bus or Mini Blue service, as well as on other regional bus and metro rail systems. Riders who transfer often will also find the day pass helpful in decreasing their overall travel costs.*

*For more details or help planning your next trip on the Big Blue Bus, call (310) 451-5444, TDD (310) 395-6024 or visit Bus-Info@BigBlueBus.com.*

**SEE THE CHART ON THE BACK PAGE FOR NEW FARES.**

## GROOVIN' AGAIN AT THE TWILIGHT DANCE SERIES

The best concerts on the Santa Monica Bay are back, featuring an eclectic line-up of leading new artists and well-loved favorites—that's the 23rd Annual Twilight Dance Series. The Santa Monica Pier greets the summer with free festival-style concerts each Thursday beginning at 7:30 p.m. on the west parking deck. Check out this fabulous schedule (and find detailed information about the artists at [www.twilightdance.org](http://www.twilightdance.org)):

- ▲ **June 28** The Ventures / Boom Pam
- ▲ **July 5** David Lindley / John Cruz / Brandi Shearer
- ▲ **July 12** Plena Libre / Spam Allstars
- ▲ **July 19** Samba Mapangala Orchestra Virunga / José Conde y Ola Fresca
- ▲ **July 26** "Tosh Meets Marley" (various artists)
- ▲ **August 2** Queen Ida and Her Zydeco Band / Hacienda Brothers
- ▲ **August 9** Arrested Development / Agape International Choir
- ▲ **August 16** Patti Smith
- ▲ **August 23** Holmes Brothers / Carrie Rodriguez
- ▲ **August 30** An Evening with Los Lobos

**What else is going on at the shows?** Freebies, drawings for \$100 gift certificates and beach cruisers, and now concertgoers can support the Westside Food Bank by dropping off cans of food at WFB's booth each Thursday night to help feed those in need.

**NEW bike valet!** So successful, so appreciated at the city's Farmers' Markets and other local events, we are pleased to offer this free service to our patrons.

The Santa Monica Pier, a wheelchair accessible facility, is located at the intersection of Colorado Avenue and Ocean Avenue in Santa Monica. Concertgoers are encouraged to walk, bike or use public transit to get to the Pier as parking nearby is limited. Parking is available in beach lots located south of the Pier at 2030 Ocean Avenue and 1550 Pacific Coast Highway. The 2030 lot is a short walk along the beach path from the Pier. For bus information, please visit [www.bigbluebus.com](http://www.bigbluebus.com) and [www.mta.net](http://www.mta.net) or call (310) 451-5444.

**FOR MORE INFORMATION, VISIT [WWW.TWILIGHTDANCE.ORG](http://WWW.TWILIGHTDANCE.ORG) OR CALL THE SANTA MONICA PIER INFORMATION LINE AT (310) 458-8900.**



### CORRECTION! LEAVES MAY BLOW IN SANTA MONICA, LEAF BLOWERS MAY NOT!

The previous edition of *SeaScape* indicated—incorrectly—that leaf blowers may be used at specified times and days in Santa Monica. In fact, leaf blowers are banned at all times by Section 4.08.270 of the Santa Monica Municipal Code to preserve the peace, quiet and air quality of our neighborhoods. To report violations, please call the Santa Monica Police Department at (310) 458-8491, or use the on-line form at [www.santamonicapd.org/Forms/crimetip.htm](http://www.santamonicapd.org/Forms/crimetip.htm)

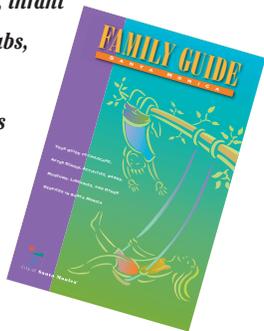


**Briefly...**

**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 June 22, July 6 and 20, and August 3, 17 and 31. All city offices will be closed on Wednesday, July 4 (Independence Day).

**OUR NEW RESIDENT INFORMATION PACKET** will help you get quickly acquainted with Santa Monica—send an e-mail request to 411@smgov.net or call (310) 458-8411 to get yours. Included in the packet are maps, parking and bus information, a handy “important numbers” reference card, a schedule of the city’s summer recreation classes (RecScape) and more. It’s also available at the Information Desk in City Hall.

**LOOKING FOR PROGRAMS AND RESOURCES FOR YOUR FAMILY?** The newly revised Family Guide contains information on parent education, infant care, preschools, after-school clubs, health and nutrition, recreation opportunities, programs for teens and seniors and much more! To receive a free copy, visit [familyguide.smgov.net](http://familyguide.smgov.net) or call (310) 458-8701.



**PLACEMAKING PRINCIPLES: ANOTHER BUILDING BLOCK THAT INTEGRATES PLANNING AND PEOPLE**

A key phase of the Land Use and Circulation Elements (LUCE) update process will culminate in City Council consideration of *Neighborhood Conservation and Placemaking Principles*, scheduled as SeaScape went to press for a special meeting on June 19. First developed through a series of very successful neighborhood workshops in the Pico, Wilshire and Lincoln/Ocean Park areas of the city, the principles were subsequently combined into a single set that was endorsed by the community at a citywide meeting in May.



The workshops are a new LUCE “bottom-up” approach to educating and involving citizens at every stage of the process. They provided hundreds of attendees the ability to identify the qualities of their neighborhoods and adjacent commercial areas that will make Santa Monica an interesting and desirable place to live over the next 20 years. The set of principles that grew out of the workshops focuses on preserving neighborhoods, creating active spaces and gathering places to serve them, and ensuring that future change will enhance and provide benefit to the community. The process also identified specific projects and improvements in the neighborhoods that can be addressed both in the near-term and over time.



The city’s Architectural Review Board and the Planning Commission have reviewed and supported the principles; their adoption by City Council is another “building block” toward completion of LUCE and making these visions a reality. The next step is a workshop series in July focusing on the industrial areas of the city. Visit [www.shapethefuture2025.net](http://www.shapethefuture2025.net) for dates, locations and more information, or call (310) 458-8721.



**OUT OF HOMELESSNESS AND INTO HOMES – BEST PRACTICES ACHIEVE RESULTS**

A recent evaluation of Santa Monica’s homeless services found that they are strongest in the areas of housing, employment, substance abuse and mental health-related services. Last year, city-funded agencies placed over 350 homeless people into permanent housing, and more than 900 persons found jobs.

Due to the complexity of homelessness, programs often focus on a special population and use those “best practices” found to be effective most for that population. Many of Santa Monica’s programs are geared toward the “chronically homeless,” people who have been on the streets of Santa Monica the longest (an average of nine years) and have permanent disabilities. The resources of many partners—city and county departments, service providers, the courts, police and paramedics—offer coordinated, intensive and specialized services, often provided in the places where homeless people are.

These efforts have been paying off. Since July 2004, 63 chronically homeless people have moved off our streets and into housing. “Richard” is one example of that success. Homeless in Reed Park for 20 years before being engaged by case managers, he worked hard to become sober, reconnected with his wife and son, volunteered at a local social service agency and moved into an apartment in 2004. Although he passed away in January, Richard lived the last few years of his life in the warmth and safety of his own home, surrounded by friends and family.

More information about the city’s efforts to address homelessness can be found in the report, *Ending Homelessness in Santa Monica: Current Efforts and Recommended Next Steps*. Copies are available at the City Hall Information Desk and city libraries, and can be downloaded at on the city’s website at [homelessevaluation.smgov.net](http://homelessevaluation.smgov.net).

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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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).



## NEW CITY BUDGET AIMS TO TRANSLATE STRATEGIES INTO RESULTS

City Council has approved a \$439.5 million city budget for Fiscal Year 2007-08, which begins July 1. The budget reflects a local economy that continues to be resilient relative to other communities in California. That resilience allows Santa Monica to continue to focus resources on building the local infrastructure to deliver core services while addressing community priorities as confirmed by City Council during budget development. For this year, community priority areas of special focus include: *Homelessness* – making strides to reduce its impact and bring outdoor feeding programs indoors; the *Land Use & Circulation Elements Update* – presenting a draft General Plan for public review, initiating zoning ordinance amendments to advance development guiding principles and continuing the implementation of signal synchronization to help move traffic in the city more effectively; and *Youth* – expanding programs at Virginia Avenue Park and funding early intervention and violence prevention programs.



General Fund and Capital Fund budgets total \$245.6 million. These funds pay for basic city services including police, fire, recreation and parks, library services, public works and capital projects for general governmental activities. This year's budget is a \$5.5 million increase (2.3%) above last year, primarily due to a higher level of open space, facility and infrastructure maintenance, off-set by a small decrease in capital funding.

The final adopted budget will be available on-line by August 1. Until then, the complete proposed budget, City Manager's budget message and a brief description of the 2007-08 budget are all available on the web at [www.smgov.net/finance](http://www.smgov.net/finance).



## NEW ORDINANCE KEEPS CITY PARKS LITTER FREE AND BEAUTIFUL

Santa Monica's treasured parks are used for a wide variety of recreational and social activities. To help keep them clean, healthy and safe for everyone's enjoyment, the City Council has approved an ordinance that prohibits the disposal or donation of food, clothing or other property by leaving it unattended in a park or on an adjacent sidewalk or parkway. While such actions are often intended to aid homeless individuals, food left out can become unsafe to eat or create a food source for insects and rodents, while other items frequently end up as litter. The box below offers some appropriate alternatives for helping those in need.

### HELP BREAK THE CYCLE OF HOMELESSNESS BY GIVING RESPONSIBLY AND EFFECTIVELY

*Ninety-four percent of the city's homeless population struggles with substance abuse or mental illness. Handouts allow them to live one more day on the street rather than accessing the services that will help them rebuild their lives, resulting in more harm than good. Instead:*

- ▲ Donate loose change to a good cause instead of to a panhandler—place it in the Dolphin statues on the Third Street Promenade (at Santa Monica), Main Street (at Ashland) and at the Pier. The collected funds go to local agencies serving the poor and homeless.
- ▲ Donate directly to local agencies working to resolve homelessness. The Westside Shelter & Hunger Coalition (WSHC) [westsideshelter.org](http://westsideshelter.org) provides a list of these agencies.
- ▲ Volunteer your time at a social service agency or indoor meal service program. Visit the WSHC website or go to [www.smgov.net/hsd/giveorhelp.htm](http://www.smgov.net/hsd/giveorhelp.htm).
- ▲ The WSHC will gladly accept your clothing donations, and the Westside Food Bank ([westsidefoodbankca.org](http://westsidefoodbankca.org)) can ensure your food donations get to those who need them.
- ▲ Although we encourage you not to give money directly to people on the street, we do encourage giving respect. Acknowledging others (within your comfort level) can provide a helpful human connection.

## WHAT'S NEW IN PARKS?

- ▲ **Bike, walk or take the Big Blue Bus to AIRPORT PARK!** Take a walk around the park (0.6 mile loop), kick a soccer ball in the 3-acre sports field (permit required), let your properly-licensed pup run off-leash in the dog park, bring your tots to the tot lot, or enjoy a summer BBQ. Lots to do at Airport Park!
- ▲ **VIRGINIA AVENUE PARK** was recently honored with two design awards....one from the Westside Urban Forum in the Urban Solutions/Built category and another, in the Landscape category, presented by the Los Angeles Business Council.
- ▲ The much-used and worn out basketball hoops at **REED PARK** were replaced and the tennis courts will soon be resurfaced. Come out to play!
- ▲ The restrooms just outside the Senior Recreation Center in **PALISADES PARK** are getting a facelift... new tile, new light fixtures, new plumbing. They will be up and running in October.
- ▲ **CRESCENT BAY PARK** is home to a new weather station designed to collect wind, solar, precipitation and other data to determine park watering programs and, in turn, improve the city's watering efficiency. On hot days, the watering run times are increased; on cool and cloudy days, they are decreased—keeping us green in more ways than one!
- ▲ Riding on the success of last year's pilot program, the city will again provide "trash valet" service in busy areas of **SANTA MONICA BEACH** this summer. To help reduce litter, our valet team will come by with big bags and offer to take your trash! The program is in effect Friday through Sunday and on holidays from 3:30 to 8 p.m. We're doing our part—please do yours!

PLEASE REMEMBER, SMOKING IS NOT ALLOWED IN ANY CITY PARK, ON THE BEACH, PIER OR THIRD STREET PROMENADE, AS WELL AS OTHER OUTDOOR LOCATIONS. VISIT [NOSMOKING.SMGOV.NET](http://NOSMOKING.SMGOV.NET) FOR MORE INFORMATION.



## BIKE (MAP) SANTA MONICA!

*Making its debut at the Santa Monica Festival in May, the city's new bike map contains information useful to the needs of competitive cyclists, beach cruisers and everyone in between. It features the best cycling routes to home, work, schools and other destinations such as the Third Street Promenade and the beach. It also displays bike retail, service and rental shops, bike rack locations at schools and city facilities, Big Blue Bus routes, the locations of particularly steep streets and connections to bike routes in Los Angeles. Oversized for readability, the map folds to easily fit in a pocket (or bike basket) and the reverse side includes safety and local cycling tips. A collaborative effort of numerous city departments and divisions and developed with input from the community, including more than 300 cyclists, the map supports the city's Active Living program and Sustainable City objectives. It's also a great companion to the WALK Santa Monica map released last year. Get a BIKE Santa Monica map at the City Hall Information Desk, find it on-line at [bike.smgov.net](http://bike.smgov.net) or e-mail [transportation.management@smgov.net](mailto:transportation.management@smgov.net) to request a copy.*

## CITY TV HIGHLIGHTS

### "BEST GOVERNMENT CABLE CHANNEL" AGAIN!

*CityTV, the City of Santa Monica's government cable channel, has been honored by the States of California and Nevada Chapter (SCAN) of the National Association of Telecommunications Officers and Advisors (NATOA) for the seventh time in nine years with the Overall Excellence Award for programming. CityTV also earned a first place award for "Be Green" (social documentary), and second place honors for "Get Out!" (magazine) and "On the Record with Your City Council Candidates" (election). CityTV's "Downbeat Showdown" youth talent show took third in performing arts, while "Santa Monica Update" placed third in the news category.*

*Check out these and other great programs on CityTV is available on channel 16 to all cable TV subscribers in Santa Monica. Please visit [www.smgov.net/citytv](http://www.smgov.net/citytv) for program information.*

## SANTA MONICA KEEPS MOVING!

# W

alking, biking, swimming, dancing, skating, surfing—all these and more keep Santa Monica moving! Regardless of your skill or fitness level, there are many paths to active and healthy lifestyles in Santa Monica, whether your preference is for organized programs or unstructured activity.

▲ **WALK IT** Take 10,000 steps a day by walking one or all of seven interesting routes throughout the city (including the newest ones around Virginia Avenue Park and at Airport Park) using the WALK Santa Monica map, available on-line at [walk.smgov.net](http://walk.smgov.net). The website also features video of the winners of the 2006 Favorite Walk Contest, a WALK Santa Monica resource guide and tours highlighting "green" buildings in Santa Monica.

▲ **BIKE IT** BIKE Santa Monica, launched at the recent Santa Monica Festival, encourages residents to exchange their cars for a healthier mode of transportation. A new BIKE Santa Monica map of local routes is available at [bike.smgov.net](http://bike.smgov.net), along with a resource guide and bike safety information (see story at left). Making it even easier to BIKE Santa Monica is the free and secure bike valet service at the Main Street Farmers' Market on Sundays—shopping for fresh produce has never been more fun!

▲ **SKATE IT, PLAY IT AND MORE** The city's many parks and recreational facilities are terrific places to get out and keep moving all hours of the day. New lights at The Cove skatepark mean skating well past sundown. The new artificial turf field at Airport Park is a welcome addition to our permitted field user programs. And, of course, the Santa Monica Swim Center continues to offer fitness classes and recreational swim time. Also available to school-aged youth and their families are unsupervised elementary school playgrounds, open on summer weekdays, evenings and weekends so that families can get active together at neighborhood schools.

▲ **LEAGUES, CLASSES AND CAMPS** Available throughout the year for kids and adults, sports leagues, classes and youth camps offer a more structured route to healthy and active lifestyles. Summer registration is now underway, with a whole new set of fitness classes at the beach. Youth 8 to 14 years old can also get active in the summer-long Sports Experience Camp.

VISIT [ACTIVELIVING.SMGOV.NET](http://ACTIVELIVING.SMGOV.NET) FOR MORE INFORMATION ABOUT THESE ACTIVITIES, FACILITIES AND PROGRAMS, AS WELL AS THE LATEST ACTIVE LIVING NEWS, OR CALL (310) 458-8300.



## HONG KONG TAKES LESSONS FROM SANTA MONICA

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he City of Santa Monica is recognized worldwide as a leader in urban runoff issues, and a delegation of visitors from Hong Kong recently came to see what advanced technology and methods being utilized here might be implemented at the new Hong Kong Airport. One technology of particular interest is the Continuous Deflection Separation (CDS) unit now being installed at the intersection of Ocean Avenue and Wilshire Boulevard.

In rainy weather, the CDS unit—a three-story-high, 25-foot-in-diameter structure sitting about 50 feet below ground and connected to a 72" storm drain—will remove litter and other large solid materials from the high volume of water that flows through the storm drain within the boundaries of the 90403 zip code. During dry weather periods, the low-flow runoff that drains from streets, parking lots, driveways and lawns will be diverted into the sanitary sewer, then to the Hyperion Treatment Plant in Playa del Rey, where it will be fully treated before being released into the ocean or reused for landscape irrigation. A CDS unit recently completed at Montana and Ocean handles runoff from within the 90402 zip code.

In addition to ensuring a cleaner Santa Monica Bay for future generations, technologies such as the CDS establish the city as an international model for environmental sustainability. For more information about the CDS project, please visit [www.smgov.net/engineering](http://www.smgov.net/engineering) or call (310) 458-9721.



## WE'RE ON A SOLAR ROLL!

**H**omeowner Nina Girvetz is thrilled with her new rooftop solar system and to be part of a growing community movement called Solar Santa Monica, a city-sponsored demonstration project. Residents and businesses all over town can now invest in energy efficiency and clean, renewable solar energy for their homes and commercial properties.

The Girvetz family commitment to a sustainable energy future was evident because they had already changed their incandescent lightbulbs to fluorescents and replaced all their appliances with Energy Star models—cutting 10-15% of their power use. The Girvetz home, built in 1903, also has new double-paned windows. In May, 21 photovoltaic modules were installed on the Girvetz' guesthouse roof, supplying 85% of the family's annual electricity use and generating 6,483 kilowatt hours per year. This is the equivalent to planting 2.1 acres of trees and avoiding the release of 240,000 pounds of carbon dioxide over the next 25 years—all while saving the Girvetz family \$45,000 in avoided utility bills.



*Santa Monica resident Nina Girvetz describes her family's latest adaptation to a green lifestyle*

Solar Santa Monica's goal is to accelerate community awareness of and investment in a sustainable energy

future. Reducing electricity and natural gas (fossil fuel) use through efficiency and shrinking our carbon footprint (greenhouse gas emissions) with solar electric or solar thermal systems are two key steps toward greater energy independence. Join us! For more information, please visit [www.solarsantamonica.com](http://www.solarsantamonica.com) or call (310) 458-4992.



## COMPOST GIVEAWAY AND E-WASTE RECYCLING EVENTS MAKE SUSTAINABLE LIVING EASY

**T**he City of Santa Monica celebrated International Compost Awareness Week in May with the distribution of 20 tons of compost at the City Yards to eager gardeners. Created from materials collected through the Solid Waste Management Division's curbside green waste and commercial food waste collection programs, compost in the garden helps plants hold nutrients and moisture. In addition to naturally reducing water consumption, evaporation and run-off—a major source of water pollution—compost also minimizes erosion and the need for chemical fertilizers, a big plus for our environment.

Another big plus for the environment is the City of Santa Monica's free "waste round-up." Held each year to help ensure reuse of functional equipment and to keep hazardous materials out of the waste stream, this event is open to local residents and neighboring communities. Adding just a little more "green" to St. Patrick's Day, this year's event was held on March 17 at the City Yards, and netted more than two tons of TVs, computer monitors and other electronic waste.

For city residents who may have missed the e-waste event, all electronics are accepted free of charge at the City of Santa Monica Refuse Transfer Station at 2401 Delaware Ave., Monday through Saturday from 6:00 a.m. till 2:00 p.m. (Santa Monica businesses pay fifty cents per pound.) For more information, please call the Solid Waste Management Division at (310) 458-2223.

## GIVE YOUR MAILBOX A BREAK— ELIMINATE YOUR JUNK MAIL!

Did you know that an average of 675 pieces of junk mail end up in every mail box each year? This is a whopping four million tons of junk mail delivered nationwide! You can protect your identity, save trees and save time by reducing about 90% of your junk mail using the handy chart below to contact mailers and request that your address be removed from their lists. Or visit [www.StopJunkMail.org](http://www.StopJunkMail.org) to get a "Stop Junk Mail Kit" to give your mailbox that much-needed break. Imagine opening your mailbox and finding no catalogs you never shop from, credit card offers you don't want or coupons for things you don't buy!

### JUNK MAIL FACTS THINK ABOUT:

- ▶ EACH YEAR, 100 MILLION TREES ARE USED TO PRODUCE IT
- ▶ 250,000 HOMES COULD BE HEATED WITH ONE DAY'S SUPPLY OF IT

**FOLLOW THESE FOUR STEPS TO BEGIN TO REDUCING THE MAIN TYPES OF JUNK MAIL APPEARING IN YOUR MAILBOX: NATIONAL MARKETERS, FLYERS/ADVERTISING SUPPLEMENTS, CATALOGS/MAGAZINES AND CREDIT OFFERS.**

- 1. NATIONAL MARKETERS** Visit [www.the-dma.org/consumers/offmailinglist.html](http://www.the-dma.org/consumers/offmailinglist.html) or send a signed and dated letter or standard-size postcard with your name, address and the statement, "Please register my name with the Mail Preference Service" to:  
*MAIL PREFERENCE SERVICE / Direct Marketing Association  
PO Box 643, Carmel, NY 10512  
The DMA charges \$1 to process removal requests and requires re-registration after 5 years.*
- 2. FLYERS AND ADVERTISING SUPPLEMENTS** Write or call to request that your address be taken off these mailing lists:  
*PENNYSAVER / Circulation  
2830 Orbiter Street, Brea, CA 92821, (800) 422-4116  
VAL-PAK SAVINGS COUPONS Send your request to the address printed on the envelope you receive or go to [www.coxtarget.com/maillsuppression/s/DisplayMailSuppressionForm](http://www.coxtarget.com/maillsuppression/s/DisplayMailSuppressionForm).  
Once your name has been removed from these lists, you may need to remind your postal carrier to not deliver the advertising flyers.*
- 3. CATALOGS & MAGAZINES** Buy something via a catalog and your transaction is likely to be reported to the Abacus Alliance. E-mail [optout@abacus-us.com](mailto:optout@abacus-us.com) to be removed from their list or write:  
*ABACUS, INC., P.O. Box 1478, Broomfield, CO 80038*
- 4. PRE-APPROVED CREDIT OFFERS** Many companies provide your credit data to Equifax, Experian, Innovis and TransUnion credit bureaus. The federal Fair Credit Reporting Act allows consumers to choose not to receive these offers.  
*Call 1-888-5-OPTOUT (1-888-567-8688).*



**SANTA MONICA CONSERVANCY WALKING TOURS**

*Each Saturday morning from 10 a.m. to 12 noon, Conservancy guides take walkers through more than 130 years of city history in just six blocks of downtown Santa Monica. Reservations encouraged and requested by the Thursday before a tour. Phone (310) 496-3146 or visit [www.smconservancy.org](http://www.smconservancy.org). \$5 for members, \$7 for the general public.*



**SAFETY KNOWS NO SEASON—  
BUT SUMMERTIME CALLS FOR SPECIAL CARE**

*With the summer months upon us, the Santa Monica Fire Department has some tips for making vacation time as enjoyable as it's meant to be.*

**WATER SAFETY FOR KIDS**

*Even with swimming lessons, kids are not “water safe”—they still need to follow these important water safety rules:*

- ▲ *Always swim with a buddy and swim only when rested.*
- ▲ *Swim only where there is a lifeguard or grown-up who gives you permission.*
- ▲ *Follow posted rules—including signs that warn “Danger,” “No Diving” or “No Running or Jumping.” Also, watch warning flags and ask a lifeguard or grown-up for help if you’re not sure what they mean.*
- ▲ *Wear a personal flotation device when boating.*
- ▲ *Don’t swim at night unless the pool is well-lit and under the supervision of a lifeguard or grown-up.*
- ▲ *Never leave a child unsupervised near a pool or at the beach.*

**FIREWORKS SAFETY**

*The Fourth of July is a favorite time for family celebrations. Play it safe when it comes to fireworks.*

- ▲ *Fireworks are not toys—and that includes sparklers. They can reach temperatures over 1,000 degrees Fahrenheit!*
- ▲ *Attend only public fireworks displays put on by trained professionals and stay at least 500 feet from the display. (Santa Monica College offers a great celebration on Saturday, June 30—see next column for details.)*
- ▲ *If you find fireworks, don’t pick them up; report them to the police or fire department.*

**FREE, ONE-TIME EVENT—DON’T MISS IT!!**

**N PICO NEIGHBORHOOD CLEANUP DAY: SATURDAY, JUNE 30, 2007**

Now is the time for Pico Neighborhood residents to clean out their storage areas and garages! On Saturday, June 30, the city’s Solid Waste Management Division will conduct a one-time-only collection of all residential items\* placed at the curb or in the alley—free of charge.

Starting at 9 a.m., Solid Waste vehicles will cover the Pico Neighborhood from the east side of Lincoln Boulevard to Centinela Avenue, and from the south side of Colorado Avenue to the north side of Pico Boulevard. Please have your items set out by 9 a.m. so you don’t miss the pick-up!

*Note: Refrigerator doors must be removed at hinges or tightly strapped closed.*

**FOR MORE INFORMATION ABOUT THIS COLLECTION, PLEASE CALL (310) 458-2223.**

*\*State regulations prevent the placement of hazardous materials in alleys or streets. Solid Waste cannot pick up paint, pesticides, poisons, computers or computer monitors. Please do NOT place these items out on pick-up day. Call (310) 458-8255 for more information about hazardous materials disposal.*

▲ **CELEBRATE AMERICA** *Santa Monica’s Fourth of July outdoor festival and fireworks show comes a few days early, on Saturday, June 30, with gates to SMC’s Corsair Field (1900 Pico Blvd.) opening at 5 p.m. and entertainment beginning at 6 p.m. Now in its 25th year, Celebrate America is a free, fun, family-friendly event. Parking is just \$5. Call (310) 434-3000 for more information or visit [events.smc.edu](http://events.smc.edu) on the web.*



▲ **MAIN STREET 4TH OF JULY PARADE** *The Ocean Park Association, in partnership with the North of Montana Association, presents this first annual event on Wednesday, July 4. The parade begins at 9:30 a.m. in front of City Hall and follows Main Street to the beach parking lot south of Ocean Park Blvd. All are invited to march, stroll, ride or waltz along—or just come out and enjoy! Visit [www.opa-sm.org/parade](http://www.opa-sm.org/parade) for details.*

▲ **NATIONAL NIGHT OUT** *The Santa Monica Police Department will host this annual community-wide crime prevention event at the Public Safety Facility, 333 Olympic Drive, on Tuesday, August 7 from 6 to 8 p.m. (Watch for details in the next SeaScape!)*



**PARDON OUR DUST. . . THE BEACH CLUB WILL BE WORTH IT!**

Construction of the Annenberg Community Beach Club at 415 Pacific Coast Highway has started. Over the next 18 months, parking in Lot 10 North—immediately between the construction site and the *Back on the Beach* restaurant—will be limited. Patrons are advised to carpool, ride a bike or park in Lot 9 North instead, and take a short, scenic walk on the sand to the restaurant. The self-pay machine in the lot allows payment for either all-day or 2-hour parking.

We apologize for this inconvenience and look forward to welcoming you to the Annenberg Community Beach Club in January 2009!

## Adult Programs

## SANTA MONICA PUBLIC LIBRARY

### MAIN LIBRARY 601 Santa Monica Blvd. (310) 458-8600 (All events in MLK Auditorium)

- 6th Annual LA Opera Series** Grand Finale Community Concert. Thurs., 6/21, 7 p.m.
- Get Diet Wise with Dr. Keith Scott-Mumby** Renowned food allergist. Wed., 6/27, 7 p.m.
- An Evening with Paula Poundstone** Author presentation and signing. Thurs., 6/28, 7 p.m.
- How Do You Spell Magic: HARRY POTTER** Muggles of all ages are welcome. Sat., 7/7, 12 p.m.
- Andre Marins** Progressive Acoustic Guitar concert. Sat., 7/14, 2 p.m.
- Palisades Symphony Musicians** "Woodwind Quintet with Piano" concert Wed., 7/18, 2 p.m.
- Foreign Thrills** Mystery/thriller writers Timothy Hallinan and David Corbett. Tues., 7/24, 7 p.m..
- Ready, Set, Sold! with Michael Corbett** Real estate expert from TV's Extra. Thurs., 7/26 at 7 p.m.

### FAIRVIEW BRANCH 2102 Ocean Park Blvd. (310) 450-0443

- Flower Arranging Demonstration** Brenda Berkley, co-author of Zen Flowers. Tues., 7/24, 7:30 p.m.
- What's New This Week** Review and discuss the week's news. Jack Nordhaus. Thursdays at 1 p.m.
- Literature Book Group** Second Saturday of the month, 11 a.m.
- Write-Away** Exercise your writing skills. Every Tuesday, 12-3 p.m.
- Eastern Philosophy Book Group** Third Tuesday of the month, 7:30 pm.
- Bridge** Have fun, meet new people and challenge your mind. All levels welcome. Mondays at 1 p.m.

### MONTANA AVENUE BRANCH 1704 Montana Ave. (310) 829-7081

- Food For Thought** Presented in partnership with Co-Opportunity Market. Thursdays at 7 p.m.  
6/21 – Therapeutic Lifestyle Changes with Dr. Ben Weitz; 7/19 – Preventive Medicine with Reza Ghassemlou
- Dream Workshop** Discover how to interpret your dreams. Sat., 6/23, 1 p.m.
- Montana Film Series** Stranger than Fiction starring Will Ferrell and Emma Thompson. Thurs., 7/5, 3 p.m.
- Investment Fraud Seminar** Learn how to protect yourself against current scams. Wed., 7/11, 2 p.m.
- Montana Book Group** Join us to discuss books! Third Wednesday of the month, 7 p.m.

### OCEAN PARK BRANCH 2601 Main St. (310) 392-3804

- Book Group** Participants choose new and international fiction to discuss. First Saturday of the month, 11 a.m.
- "Truth is Stranger than Fiction" Biography Group** Third Saturday of the month, 11 a.m.

ALL CITY LIBRARIES ARE WHEELCHAIR ACCESSIBLE. TO REQUEST A DISABILITY-RELATED ACCOMMODATION, CALL THE LIBRARY AT (310) 458-8600 (TDD 310-395-8499) AT LEAST THREE BUSINESS DAYS IN ADVANCE. THE MAIN LIBRARY IS SERVED BY BIG BLUE BUS LINES 1, 2, 3, 4, 5, 7, 8 AND 9.



## SMCVB PARTNERS WITH CITY, OTHERS TO ENHANCE CUSTOMER SERVICE

*Many Santa Monica business owners and employees are familiar with the "Brand Promise" adopted last year: "Santa Monica...the best way to discover L.A; an unforgettable beach city experience filled with eye-catching people, cutting-edge culture and bold innovations. It is the essence of the California lifestyle."*

*Superior customer service—from restaurant owners to busboys, hoteliers to housekeepers—gives life to the Brand Promise and makes Santa Monica's destination brand unique. And because every contact with visitors and residents presents the opportunity to be an advocate for our city, Santa Monica Convention & Visitors Bureau (SMCVB) has joined with the City of Santa Monica, the college and the chamber to launch a hospitality training program this summer that will focus on customer service and cultural sensitivity.*

*Combining classroom education with an interactive tour that will immerse trainees in Santa Monica's local flavor, this first-of-its-kind program will include training on the destination brand and how to effectively communicate its message. Other efforts to help service employees go the extra mile include:*

- ▲ *encouraging enrollment in college courses for advancement in their industry*
  - ▲ *a recognition program for exceptional efforts*
  - ▲ *scholarships for outstanding employees*
- We know small courtesies and considerations often make the biggest difference. The new hospitality training program will help ensure Santa Monica delivers on its Brand Promise! For more information, please call SMCVB at (310) 393-7593.*



## CITYWIDE READS CLOSES THE BOOK ON ITS FIFTH YEAR

Santa Monicans celebrated Citywide Reads' fifth anniversary by reading and discussing Audrey Niffenegger's *The Time Traveler's Wife*. From April 18 to May 19, readers embarked on a romantic adventure with the story's protagonists, a beautiful artist and her dashing librarian husband, whose unusual condition causes him to jump backward and forward in time.

Citywide Reads is an occasion for collaboration. Because *Time Traveler's* author also creates artists' books, Getty Research Institute's curator of artists' books, Joyce Pellerano Ludmer, agreed to present an illuminating look at this truly unique art form on April 25. The collaboration continued on May 5 at Santa Monica College with a special appearance by Ms. Niffenegger. More than 300 people listened as she described the experience of writing the novel and they were then able to ask her questions. And 2007 brought a Citywide Reads first: a live, moderated call-in discussion on May 9 in partnership with CityTV.

Five years after its inception, Citywide Reads continues to spread magic by bringing together diverse members of our community who normally may not cross paths to read the same book and share their thoughts about it. In the course of six weeks, many e-mail addresses are exchanged and connections—even friendships—are made. We hope that Citywide Reads inspires you to read more and enjoy more of Santa Monica and all it has to offer.



*Time Traveler's Wife*  
Author Audrey Niffenegger

## SEASCAPE HIGHLIGHTS

<i>Twilight Dance Series Rocks the Pier</i> .....	1
<i>Out of Homelessness and Into Homes</i> .....	2
<i>Keeping City Parks Litter-free and Beautiful</i> .....	3
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## IS AN OLYMPIC/PICO ONE-WAY PAIR AN ANSWER TO WESTSIDE TRAFFIC CONGESTION?

A public meeting on Thursday, July 12 will look at a recent county proposal to establish Olympic and Pico Boulevards as one-way paired streets between downtown Los Angeles and Centinela Avenue at the eastern border of Santa Monica to address traffic congestion. Feasibility study author Allyn Rifkin, a consultant to Supervisor Zev Yaroslovky, will present an overview of his report and discuss with meeting attendees their comments, concerns, suggestions, questions and any applicability to Santa Monica.

The meeting will be held from 6:45 p.m. to 8 p.m. in Room 103 at the Ken Edwards Center, 1527 Fourth Street. For more information, contact the Transportation Management Division at (310) 458-8298.

**The Ken Edwards Center is wheelchair accessible. For other disability-related accommodations, please call (310) 458-8298. The Ken Edwards Center is served by the Santa Monica Big Blue Bus lines 1, 2, 3, 4, 5, 7, 8, 9 and the Tide Shuttle; please call (310) 451-5444 for additional transit information.**



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## FARE CHART (EFFECTIVE JULY 1, 2007)

BUS FARES	OLD	NEW
REGULAR	75¢	75¢
SENIOR (62+ YRS)/DISABLED/MEDICARE	25¢	25¢
STUDENT (4 –20 YRS)	25¢	50¢
LINE 10 EXPRESS REGULAR & STUDENT	\$1.75	\$1.75
LINE 10 EXPRESS SENIOR	60¢	50¢
LINE 10 EXPRESS DISABLED/MEDICARE	25¢	50¢

NEW!	FARE TYPES	
DAY PASS –	REGULAR (LOCAL)	\$2.50
DAY PASS –	STUDENT(LOCAL)	\$1.25
DAY PASS –	REGULAR & STUDENT(EXPRESS)	\$3.50
DAY PASS –	SENIOR/DISABLED/MEDICARE (LOCAL & EXPRESS)	\$1.25
MINI BLUE –	REGULAR & STUDENT	50¢
MINI BLUE –	SENIOR/DISABLED/MEDICARE	25¢



## LEADERSHIP SERIES: GET ON BOARD FOR WHOLE LOTTA PROJECTS GOIN' ON, PART IX

SATURDAY, JULY 14, 2007

There's still room on the bus for the Leadership Series' always-popular Saturday tour of public construction projects and improvements. This year we'll meet at the Main Library at 601 Santa Monica Blvd. on Saturday, July 14 at 9:00 a.m. for visits to the soon-to-be opened Euclid Park, the recently opened Airport Park and then on to the new Civic Center Parking Structure. Register for *Whole Lotta Projects Goin' On* at [www.smgov.net/leadership](http://www.smgov.net/leadership) or call (310) 458-8301 (TTY 917-6626).

**THE MAIN LIBRARY IS WHEELCHAIR ACCESSIBLE AND IS SERVED BY BIG BLUE BUS LINES 1, 2, 3, 4, 5, 7, 8 AND 9. OUR TOUR BUS IS ALSO WHEELCHAIR CAPABLE. TO REQUEST OTHER DISABILITY ACCOMMODATIONS, PLEASE CALL (310) 458-8301 (TTY 917-6626) AT LEAST ONE WEEK IN ADVANCE.**

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