

# 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 YEAR BRINGS NEW FINANCE DIRECTOR TO CITY

*Carol O. Swindell, appointed late last year by City Manager P. Lamont Ewell to head the city's finance department following a nationwide recruitment, took up her post on January 12, 2007.*



*Swindell has previously served as director of administrative services for the city of Walnut Creek and director of financial services and chief financial officer for the city of Oceanside.*

*"Santa Monica is lucky to find someone with the range of financial skills and public sector experience that Carol offers, and these attributes will greatly enhance our city's fiscal position," Ewell said in confirming Swindell's appointment. "She is highly effective in training and motivating staff, and will ensure that the city organization is appropriately focused on sound financial practices, budget development and fiscal oversight so that the community is properly served."*

*Swindell has been credited with implementing major changes to Walnut Creek's budget process and adding performance measures. At Oceanside, she was responsible for development of a multi-year strategic plan to improve service delivery.*

*"Santa Monica is a beautiful, vibrant and progressive community, and its city government is recognized as one of the best in the country," said Swindell. "I'm thrilled and honored to have been selected to become a member of the city team."*

*Swindell holds both bachelor's and master's degrees in business from The College of William and Mary, and is certified as a public accountant, internal auditor and public finance officer.*

## CITY HALL REORGANIZATION FOCUSES ON IMPROVING CUSTOMER SERVICE

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ity Manager P. Lamont Ewell has proposed the first major overhaul of the municipal government structure in more than a decade, to increase accountability, more evenly distribute workloads and foster greater collaboration among departments, divisions and staff. The ultimate goal of the reorganization is to provide improved service to all city customers.

Among the more significant changes envisioned is creation of a new Community Maintenance Department, responsible for maintaining all city assets and open spaces as well as custodial services, functions which are currently provided by four departments. Centralizing these functions will capitalize on existing resources and provide a consistent standard of care for all city facilities and open spaces. Changes will occur in other departments to refocus on their core missions and enhance customer service.

Other changes include the addition of an internal auditor and a deputy city manager to oversee internal services (Community Maintenance, Finance, HR and ISD). The community relations and intergovernmental relations positions in the City Manager's Office will be combined into a single role that integrates community outreach functions and maximizes existing talent and resources.

A staff steering committee is currently meeting with the affected work groups to refine the proposed structure and an implementation plan is expected to be ready in February. Key components of the plan are expected to be incorporated into next year's budget; others may be phased in over a longer period of time.



## STYROFOAM® PACKAGING BAN APPROVED

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t's official. On January 9, 2007, the Santa Monica City Council unanimously voted to rid our beaches and streets of harmful and unsightly food service packaging by banning its use in the city. The ban applies to "to-go" containers made from non-recyclable plastic, such as expanded polystyrene (EPS—better known as Styrofoam®) and clear polystyrene, both of which carry the #6 recycling symbol and are commonly used in food and beverage containers.

This new law—which does not affect recyclable plastics, paper, coated paper, foil or bio-based products—is aimed at reducing the presence of one of the most frequently found items of debris on Santa Monica Beach and in the bay. Styrofoam® is particularly harmful because it does not degrade and can persist in the environment for hundreds, if not thousands, of years.

The ban goes into effect 30 days from its adoption, February 8, 2007, but businesses have been given one year to make the switch from the non-recyclable containers. City facilities and its managed concessions, as well as events permitted or sponsored by the city, must comply beginning February 8.

City staff is developing a notification and outreach program to encourage citywide compliance and the California Restaurant Association has begun to coordinate anti-litter campaigns with the city. Perhaps one day in the near future, a stroll along our local shoreline will present an even more enjoyable view—one that's absent any litter!

**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 limited payment and permit services available every Friday. “Closed Fridays” for most city offices (reducing car trips and improving air quality) for the next three months are: February 16, March 9 and 23, April 6 and 20, and May 4. All city offices will be closed on Monday, February 19, for the Presidents’ Day holiday.

**AIRPORT PARK**, the city’s newest park, opens this spring! Located at Donald Douglas Loop and Airport Avenue adjacent to the Santa Monica Airport, the 8.3-acre park features playing fields, an off-leash dog area, restrooms, a playground, on-site parking and a large, tree-shaded picnic area. For information on classes or adult soccer leagues to be offered at the park, please call (310) 458-8300.

**NEW RESIDENT INFORMATION PACKETS** are just the thing for those who’ve recently made their home in Santa Monica—and all it takes to get one is a quick e-mail request to us at 411@smgov.net or a phone call to (310) 458-8411. Included in the packet are the city’s Customer Services Directory (on CD), maps, parking and bus information, Family Guide and more. It’s also available at the Information Desk in City Hall.

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**SOLAR SANTA MONICA DEBUTS**

With a record-breaking 68 solar electricity and solar thermal installations already in place on rooftops throughout the city, Santa Monica is embarking on a program to at least double that number in the next two years and—ultimately—to cover every city rooftop with clean, renewable energy generation.

“It’s an ambitious plan,” said Susan Munves, who heads the project for the city’s Environmental Programs Division, “but everyone we’ve talked to—residents, City Council members, solar installers—has declared their support.” The program has unique features designed to make decisions easier for residents and to maintain the highest standards for all installations. First, every home or business will be evaluated to ensure that energy efficiency upgrades are made before any solar is considered. Second, residents will be offered their choice of fixed-price “packages” of efficiency plus solar items. Preferred providers, working with the program’s standardized packages, will be able to buy in bulk and train crews to maximize efficiency and lower costs.



Solar Santa Monica’s two-year goal is 50 new demonstration installations in the city, to verify the program design and concept, prove the efficacy of bundling efficiency with solar and support the California Solar Initiative. For more information, or to sign up as a participant, call (310) 458-8229.



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**ISSUE IN ACTION: PROGRESS ON HOMELESSNESS**

Moving forward in the effort to address homelessness in Santa Monica, many new initiatives place a special focus on helping the long-term homeless who have multiple issues that prolong their situation. An innovative, multi-pronged effort is providing them with the tools they need to get off the streets:

- *The Chronic Homeless Program* coordinates agency efforts to close gaps between service systems and provide intensive case management to move individuals into housing. One hundred people, representing over 800 years of homelessness, are currently enrolled in the program, 48 of whom are now in permanent or transitional housing.
- *Santa Monica Homeless Community Court* will link individuals with services, reducing the number of chronically homeless individuals cycling through the criminal court system for non-violent offenses such as camping and trespassing. This pilot project is funded by L. A. County with support from city-funded programs.
- *A new partnership* with two volunteer organizations providing meals to homeless individuals not only moves their feeding programs indoors to a facility renovated by the city, but also provides a valuable link for people to access services they need. Other organizations may soon follow.
- *Project Homecoming* reunites homeless individuals and families with friends and relatives who can provide them with stable housing and social support. The program provides voluntary travel assistance and follow-up.
- *Affordable, service-enriched housing* is essential to moving people off the streets and preventing their return to homelessness. New funding for homeless prevention and rental subsidies for seniors and chronically homeless individuals was recently approved by the City Council, augmenting grants for housing subsidies that the city receives from the federal government.

An independent evaluation of these and other efforts was recently completed for the city by the Urban Institute. For information and updates on the evaluation, the programs mentioned above and other efforts to address homelessness, click on the *Issue In Action: Homelessness* banner on the city’s home page or call the Human Services Division at (310) 458-8701.

SANTA MONICA

**SEASCAPE**

is a publication of the City of Santa Monica designed to inform residents about city programs and services.

Please address editorial information and comments to:  
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**Diane Kuntz Design**

In accordance with the Americans with Disabilities Act, *SeaScape* is available in alternate formats by calling the City Manager’s Office at (310) 458-8301 (TDD/TTY 917-6626).



## F A NEW PLAN TO CAPITALIZE ON SANTA MONICA'S CULTURAL ASSETS

For the past year, the Santa Monica Cultural Affairs Division has worked with residents and planning experts to turn the hopes, dreams and desires of the community into a vision for the future of the arts and culture. From information gathered at Town Hall and neighborhood meetings, at workshops, in interviews and through an interactive website, *Creative Capital* was prepared as the plan for the city's continued cultural development.



Santa Monicans view culture as an essential element of what makes this community exceptional, desirable and economically competitive. Through *Creative Capital*, the city will be able to help foster the growth of still more cultural opportunities.

**The plan recommends three strategies to fulfill this cultural vision over a 10-year period:**

- ▲ **CELEBRATE INNOVATION** by reinforcing Santa Monica's unique cultural identity through innovative partnerships among the city's diverse creative community and using the theme of creative individuals and innovation as the basis of city programming and marketing. This overriding theme echoes throughout the plan's many recommendations.
- ▲ **INCREASE CULTURAL PARTICIPATION** and provide greater access to cultural programs for all residents through community festivals and other programs in public places, and by making it easier to learn what is available.
- ▲ **ENHANCE SUSTAINABILITY** by ensuring a stable future for the local arts, preserving the city's existing cultural facilities and developing new ones that fit its unique identity. The plan also recommends funding and leadership development programs that will make local nonprofit cultural institutions stronger and more capable of serving residents and visitors.

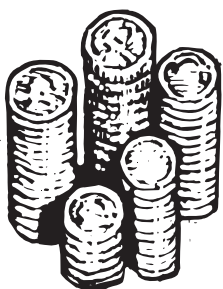
**FOR MORE INFORMATION, PLEASE VISIT [CREATIVESANTAMONICA.SMGOV.NET](http://CREATIVESANTAMONICA.SMGOV.NET) OR CONTACT THE CULTURAL AFFAIRS DIVISION AT (310) 458-8350.**



## K CITY BUDGET PLANNING BEGINS AND ENDS WITH YOU

icked off with a round of five neighborhood meetings at which City Manager P. Lamont Ewell solicited the concerns and priorities of local residents, the City of Santa Monica's budget planning process for the coming fiscal year got underway in mid-December. Members of the public have been providing additional funding suggestions, recommendations and priorities to City Council and staff by every imaginable mode of communication, sharing their thoughts on a host of issues and topics that affect the city. On February 6, Council will hold its annual hearing to take public testimony on community budget priorities, beginning at 6:45 p.m. in the Council Chamber at City Hall.

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



The proposed budget documents will be available for public review in mid-May, on-line and at city libraries and City Hall. Budget study sessions are scheduled for May 22, 23 and 24, with Council's final adoption of the budget set for June 19, 2007.

## CITY TV HIGHLIGHTS

*If you're in the mood to relax and enjoy a movie, tune in to CityTV on Friday and Sunday nights beginning at 8 p.m. for "City Cinema." Hosted by Tom Hatten, City Cinema brings you some of Hollywood's great classic movies and biggest stars. Tom offers up interesting history, background information and gossip about what went into the making of the movie and about its cast, too! So, kick back and enjoy City Cinema on CityTV cable channel 16.*



## LEADERSHIP SERIES: GET CONNECTED SANTA MONICA'S WEB SERVICES

THURSDAY, APRIL 12, 2007

*There's more to the city's Internet presence than the home page. This session of the quarterly Leadership Series explores all that Santa Monica is currently doing with this continually evolving technology and what the future holds—from on-line permitting to a new "culture site." With presentations from the City Manager's Office, Information Systems, Cultural Affairs and the Library, this is a great way to get connected!*

*Join us on April 12 from 7 to 9 p.m. in the Multipurpose Room at the Santa Monica Public Library, 601 Santa Monica Blvd. All Leadership Series courses and materials are free, but we request pre-registration, either on-line at [www.smgov.net/leadership](http://www.smgov.net/leadership) or by calling (310) 458-8301 (TTY 917-6626).*

**THE SANTA MONICA PUBLIC LIBRARY IS WHEELCHAIR ACCESSIBLE AND IS SERVED BY BIG BLUE BUS LINES 1, 2, 3, 7, 8, 9 AND 10.**



## WHAT'S NEW IN PARKS?

- ▲ **MEMORIAL PARK'S** playing fields are scheduled to re-open in mid-February. Reserve one by calling (310) 458-8300.
- ▲ **REED PARK** tennis courts have been brightened up with new concrete walkways and lights. Community design meetings for additional improvements at the park will begin in the next few months; for more info, call (310) 458-8310.
- ▲ **PALISADES PARK** between Wilshire Blvd. and Montana Ave is currently impacted by installation of a debris removal and diversion facility. Pedestrians should use the marked crossings on Ocean Avenue at Idaho Avenue and Palisades Avenue to get to the park. The project is expected to be completed by August 31, 2007. In the meantime, we apologize for the inconvenience!
- ▲ New signs listing park rules are posted in most city parks. Following these regulations will ensure everyone's park visits are safe and enjoyable.

## DISCOVER THE ACTIVE LIFE IN SANTA MONICA

The city's "Active Living" initiative was introduced two years ago to help residents get on the road to a healthy lifestyle. WALK Santa Monica is one component of Active Living, offering an enjoyable

and environmentally friendly activity that requires little more than a good pair of shoes and some motivation.

We can't buy your shoes for you, but we do have some great walking routes and other resources to inspire you—and you'll find them on the web at

walk.smgov.net. In addition to printable maps, there are CityTV videos that trace the steps of four local residents—winners of a contest to select the best routes in Santa Monica—as they provide highlights of their favorite walks.

Not into walking? Check RecScape for the Active Living programs and classes identified with the "AL" symbol. And watch for a new Active Living program—BIKE Santa Monica—making its debut at the Santa Monica Festival on May 20.



**S**anta Monica's community reading program, *Citywide Reads*, celebrates its fifth anniversary in 2007. This year, Santa Monicans are invited to read Audrey Niffenegger's *The Time Traveler's Wife*, and participate in book discussions and related citywide events to be held April 16 through May 19.

*The Time Traveler's Wife* is the unconventional love story of adventuresome librarian and his beautiful artist-wife. Though destined to be together, they face one obstacle: Henry suffers from "chronodisplacement disorder," which causes him to involuntarily travel through time, while Clare's life takes a natural chronological course. Henry's travels are alternately humorous and harrowing, taking him where Clare cannot follow.

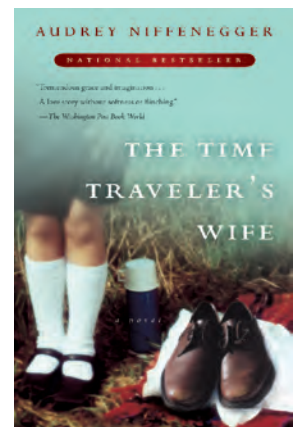
*Citywide Reads* features free discussion groups held in coffeehouses, bookstores, libraries and other venues, as well as special events.

### BOOK DISCUSSIONS

- ▲ Wed., April 17 - Montana Branch Library, 1704 Montana Ave. - 7:00 p.m.
- ▲ Sat., April 21 - Fairview Branch Library, 2101 Ocean Park Blvd. - 2:00 p.m.
- ▲ Thurs., April 26 - It's A Grind, 602 Santa Monica Blvd. - 7:00 p.m.
- ▲ Fri., May 4 - Café Bolivar, 1741 Ocean Park Blvd. - 4:00 p.m.
- ▲ Sat., May 5 - Ocean Park Branch Library, 2601 Main St. - 11:00 a.m.

### SPECIAL EVENTS

- ▲ *Exploring Artists' Books and Their Authors* Joyce Pellerano-Ludmer, The Getty. Main Library, Multipurpose Room, Wed., April 25 at 7:00 p.m.
- ▲ *An Afternoon with Audrey Niffenegger* Author talk and book signing. SMC Gym, Sat., May 5 at 3:00 p.m.



VISIT [WWW.SMPL.ORG/CWR](http://WWW.SMPL.ORG/CWR) FOR MORE INFORMATION AND A RESOURCE GUIDE OR CALL (310) 458-8600.



## SAVING THE PLANET—ONE GARDEN AND ONE KID AT A TIME!

### Third Annual Tour Benefits Virginia Avenue Project

**S**anta Monica's Green Gardens Tour, featuring ecologically sound and sustainable home gardens designed for Southern California's climate, has been set for Saturday, April 28, 2007.

Balancing beauty with knowledge, landscape professionals and garden enthusiasts will demonstrate simple techniques and technologies at each garden, and tourists will come away with easy-to-understand information that can be put into action to make their own gardens lush, colorful and inexpensive to maintain.

The Green Gardens Tour has the added benefit of helping kids in our community. All proceeds from ticket sales support the Virginia Avenue Project, which offers free performing arts and tutoring programs that nurture children living in difficult circumstances.

**TICKETS ARE ON SALE NOW!**

**FOR MORE INFORMATION, CALL (310) 264-4224, OR VISIT [WWW.VIRGINIAAVENUEPROJECT.ORG](http://WWW.VIRGINIAAVENUEPROJECT.ORG).**



"Sustainable is Attainable!"



## L NEW OPPORTUNITIES IN THE NEW YEAR TO SHAPE THE FUTURE

ast November, the City Council gave Planning & Community Development (PCD) staff the green light to move forward with a fresh and innovative approach to completing the Land Use and Circulation Element (LUCE) project, better known as *Shape the Future 2025* and *Motion by the Ocean*. The Council also unanimously endorsed the LUCE working goals recommended by the Planning Commission.



PCD is now reaching out to the community for involvement in this new “building block” approach, with a series of informative, topic-centered workshops that will build on each other and ultimately result in draft plans for land use and circulation, integrating the city’s major issues and challenges with the community’s goals. Each workshop will invite

community reaction to concepts and feature discussion about trade-offs and concessions to make the pieces fit together to form plans.

To learn more about LUCE and get workshop details, check out our revamped website at [www.shapethfuture2025.net](http://www.shapethfuture2025.net).



## M SANTA MONICA FESTIVAL 2007: REVEL WITH A CAUSE!

ark your calendars now for the 2007 Santa Monica Festival! It’s all happening at Clover Park, 2600 Ocean Park Blvd., on Sunday, May 20, from 10 a.m. until 5 p.m. The festival is unique—it cannot be replicated in a laboratory, and don’t even try it at home. You can’t get the same experience by sitting in front of your stereo, cranking world music and eating couscous, or by traveling to some distant land or diving into some deep inner space in your mind. The Santa Monica Festival is a one-of-a-kind showcase of all the cultural and sustainable qualities our fair city possesses, and it’s free!

This year, ride your bike to the festival and valet-park it for free—and immediately feel yourself decompress. Without creating an ounce of waste at the first-ever Zero Waste festival, sample the delicious sights, sounds and foods that the festival has famously delivered since 1991. Connect with your neighbors and bask in the creativity of local artists, performers and environmentalists. The Santa Monica Festival is the perfect antidote to the everyday pressures of modern life. See you there!



## I SERVICE EXCELLENCE A PARTNERSHIP OF THE CITY AND ITS CUSTOMERS

In the last issue of *SeaScape*, we introduced the city’s new customer service initiative, “We Do the Right Thing Right.” In 2007, the rubber meets the road as city departments and divisions engage in developing specialized training that targets their needs for excellent service delivery; revised performance evaluations will assess employee customer service skills; and departments and divisions will develop annual work plans that incorporate customer service performance measures.

Our efforts to achieve service excellence cannot succeed without the assistance and input of our customers—you! Please let us know how we’re doing by visiting [www.smgov.net](http://www.smgov.net), where a “We Do the Right Thing Right” icon features a short on-line survey and a link to the standards. There are also postage-paid survey postcards at most city service counters that can be dropped off or mailed.



## NEW YEAR’S RESOLUTIONS . . . MEET SUSTAINABILITY!

*It’s been a few weeks since the annual New Year’s resolution ritual got underway. We don’t want to pry to see if you’ve kept yours, but we do want to let you know that many common resolutions not only benefit personal health, they also improve our community’s quality of life and promote sustainability at the same time. Are any of these on your list for 2007?*



- ▲ **GET IN SHAPE** – Walking or cycling to work or when running errands will help reduce your weight as well as air pollution.
- ▲ **EAT A MORE HEALTHY DIET** – Visit one of four local farmers’ markets to buy California-grown and organic produce and food. You’ll feel healthier and live longer, while minimizing the pollution, transportation and pesticide use associated with conventionally produced foods.
- ▲ **SAVE MONEY** – In general, the less you spend, the fewer resources you consume and the smaller your “ecological footprint” will be. But when you do buy, go for the green—visit [www.smgbc.org](http://www.smgbc.org) to see which merchants have earned the Green Business Certification label.
- ▲ **PROTECT THE ENVIRONMENT** – Save energy and reduce utility bills by insulating and weatherizing your home, using compact fluorescent light bulbs and buying Energy Star® appliances. Save water and lower your water bill by planting California-friendly plants, installing drip irrigation and applying mulch to your garden.
- ▲ **DETOXIFY** – Control pests using less toxic pesticides and natural methods, and clean and maintain your home with less toxic products. Bring old hazardous products and bring them to the city’s Household Hazardous Waste Center (2500 Michigan Avenue) for safe disposal. Call (310) 458-8255 for hours and directions.

**NEED HELP IMPLEMENTING YOUR RESOLUTIONS?  
VISIT [WWW.SMEPD.ORG](http://WWW.SMEPD.ORG) TO LEARN MORE.**





## BIG BLUE BUS Getaways!

### VEGAS STYLE!

**Barona Valley Ranch Casino, Sat., February 24**

*Located north of San Diego, the Barona Valley Ranch Resort and Casino is one of the most popular gaming destinations in California. The Resort is also home to the Barona Cultural Center & Museum, which brings to life the rich culture and history of San Diego's Native American community. \$30.00 (lunch not included).*

### RETURN OF THE SWALLOWS

**Mission San Juan Capistrano, Sun., March 18**

*This is the mission's biggest annual event, marking St. Joseph's Day and the return of the birds to their spring and summer home from Goya, Argentina. The day's festivities include tours, arts and crafts, music, dance, ethnic foods and much more. \$35.00 (includes admission).*

### BLUE FLOWERS AND BLUEGRASS

**Carlsbad Flower Fields & Bluegrass Festival, Sat., April 14**

*The giant tecolote ranunculus flowers that make up the nearly 50-acre Flower Fields at Carlsbad Ranch are in full bloom, colorfully announcing spring's arrival. As if flowers weren't enough to fill your senses, there's also Bluegrass Day at the ranch, a musical journey of guitar, banjo and fiddle, and an arts and crafts fair featuring the local artisans. \$35.00 (includes admission).*

CALL (310) 451-5444 FOR TICKETS AND INFORMATION  
OR VISIT [WWW.BIGBLUEBUS.COM](http://WWW.BIGBLUEBUS.COM)

- ▲ **WHALE OF A WEEKEND!** – Saturday and Sunday, February 10-11, 12:30 to 5:00 p.m. Come on down to the Santa Monica Pier Aquarium (beneath the historic Carousel) to learn about the gentle giants of the Pacific as Heal the Bay celebrates the annual migration of the California gray whale with whale-themed crafts, displays, films and staff presentations. Watch for whales with an aquarium naturalist. Free admission for children 12 and under with an adult. Please visit [www.healthebay.org](http://www.healthebay.org) or call (310) 393-6149 for more information.
- ▲ **SECOND ANNUAL NONPROFIT FESTIVAL** – Saturday, February 24, 11 a.m. to 3 p.m. This free family event on the Third Street Promenade (between Wilshire and Arizona) is a must for those who want to know more about the programs, services and products available from local nonprofit organizations. Get a *Nonprofit Resource Guide*, too!
- ▲ **THE FUTURE OF FARMERS' MARKETS** – Thursday, March 29, 7 to 9 p.m. Evan Kleiman, host of KCRW's "Good Food," moderates a panel including *LA Times* staff writer Russ Parsons and others. Santa Monica Public Library, Martin Luther King Jr. Auditorium. Call (310) 458-8600 for details.
- ▲ **CELEBRATE EARTH DAY AT THE PIER AQUARIUM** – Saturday and Sunday, April 21-22, 12:30 to 6 p.m. Ocean pollution workshops, beach cleanups, arts and crafts and educational activities for the whole family to learn more about how to help protect the Earth, particularly the creatures of the Santa Monica Bay.



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## HOW DOES YOUR GARDEN GROW?

his spring, a three-day workshop on *Sustainable Landscaping for the Home Garden* will provide expert advice on sustainable landscape design, soil/water/plant relationships, plant selection, water-efficient irrigation systems and appropriate landscape maintenance. Offered by the Environmental Programs Division, in cooperation with Santa Monica College, the course is centered around *garden\garden*, a city demonstration project that contrasts a traditional turf and flower landscape with a colorful California-native garden that uses 90% less water and costs far less to maintain.

The workshop will be held on three consecutive Saturdays, March 10, 17 and 24, from 9 a.m. to 12 noon, at SMC. The fee is \$49. City water customers will earn a \$49 credit on their water bill by attending all three classes. Call the SMC Continuing Education office at (310) 434-3400 or visit [commed.smc.edu](http://commed.smc.edu) to register.



**4th annual • 2007**

# AltBuild

alternative building materials & design expo

Presented by



City of Santa Monica

Sponsored by









**Friday, May 18th & Saturday, May 19th, 2007**  
11:00 a.m. till 6:00 p.m.

Santa Monica Air Center  
3021 Airport Avenue, Santa Monica, CA 90405

**FREE ADMISSION**

Over 100 exhibits will feature manufacturers of green building materials, landscape and water conservation products, retailers, interior design products & furnishings, utility companies, non-profit organizations and City and State Agencies.

**Free seminars throughout the day!**

A Green Homes Tour will be hosted by the City on Saturday, May 19th in conjunction with the Expo, please contact us if you would like to submit your home for consideration.

Please call 310-390-2930 for further info.  
[www.altbuildexpo.com](http://www.altbuildexpo.com)

## FREE DISASTER TRAINING SESSIONS SCHEDULED

The Santa Monica Fire Department will hold Disaster Assistance Response Training (DART) classes on two Saturdays this spring, April 7 and May 19. Open to adults (18 and older) who live or work in Santa Monica, the free sessions include hands-on training in light search and rescue techniques, shutting off utility connections, rescuer safety, extinguishing fires and disaster first aid. Please call (310) 458-8686 or e-mail [paul.weinberg@smgov.net](mailto:paul.weinberg@smgov.net) to register.

# KNOW BEFORE YOU GO

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 spring:

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

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

## ▲ VARIOUS LOCATIONS CITYWIDE

**Annual Street Improvements** Improvements on various streets include sidewalk repairs, street resurfacing and bus pad replacements on transit routes. Detours are posted around the construction areas. Please visit the "Know Before You Go" website for weekly updates on construction locations.

**Montana / Wilshire Storm Water Diversion Structures** Installation of a storm water diversion debris removal and diversion facility at Ocean Avenue from Montana Avenue to Wilshire Boulevard. Traffic will narrow to one lane in each direction on Ocean Avenue.



## WE HEARD WHAT YOU HAD TO SAY!

The city's 2006 Community Voices planning process garnered an astonishing assortment of residents' opinions on a wide range of human service needs, with a special focus on seniors and families with after-school program and childcare needs. This information will help guide the development of funding priorities for the 2007 – 2010 grant cycle of the



Community Development program and will be used to refine Santa Monica's direct service programs.

We are grateful to the nearly 200 people who participated in one of 20 focus

groups and more than 500 others who completed our survey either on-line or on paper.

The full Community Voices report is available on-line at [www.smgov.net/hsd](http://www.smgov.net/hsd), or request a copy by calling (310) 458-8701. A summary of the findings and more information on how they will guide future funding decisions and program planning will be in the next issue of *SeaScape*.



## TELL US YOUR I've GOT 7 STORY

Everyone knows they should be prepared for a disaster with at least seven days' worth of food, water and supplies. The Santa Monica Fire Department and the American Red Cross of Santa Monica, in partnership with CityTV, are sponsoring a contest to find people who are prepared to share their "I've Got 7!" story and inspire others to do the same. Want to brag on that generator? The seven-day water supply you've got stashed away? We're looking for you!

Three winners will be videotaped for a CityTV feature to air during Disaster Preparedness Month in May. It's easy to enter! In one page or less, tell us what's in your disaster preparedness kit and why you selected it, what motivated you to put it together and why you think it's important to have it. Include your name, address, phone number and e-mail address (if applicable) and send your story to:

I've Got 7 Contest, American Red Cross, 1450 11th Street, Santa Monica, CA 90401  
or e-mail [IG7contest@redcrossofsantamonica.org](mailto:IG7contest@redcrossofsantamonica.org).

Entry deadline is March 16, 2007. Winning stories will be videotaped during April 2007.

## PART-TIME JOBS WITH FULL-TIME REWARDS

Do you have a special skill or talent and a love for teaching? Do you enjoy working with youth? Do you have experience as a camp counselor, teacher's aide, tutor, recreation assistant or coach? The City of Santa Monica has part-time assistant and leader positions available in city parks, after-school care, sports and recreation.

With a generous hourly wage (\$16.56 to \$17.91) and flexible schedules, these positions are perfect for college students, those between careers and retired people. To apply, download an application at [www.smgov.net/hr](http://www.smgov.net/hr) or visit the Human Resources Department at City Hall, 1685 Main St., Room 101.

## CYBERNEWZ

### SCHEDULE BUILDING INSPECTIONS AND PULL PERMITS—ON-LINE!

The city's Building & Safety Division has launched two new Internet services, enabling homeowners and contractors to schedule building inspections on-line and to obtain permits for simple repair and replacement projects.

[eInspections.smgov.net](http://eInspections.smgov.net)

There's no need to visit City Hall to schedule inspections for permitted construction and remodel projects; request them on-line at [eInspections.smgov.net](http://eInspections.smgov.net) or by calling the eInspections interactive voice response (IVR) system at (310) 458-2202. After providing a valid construction permit number and address, on-line and telephone users may choose from a list of available inspection dates, view a history of past inspections and verify that a requested inspection has been scheduled.

[ePermits.smgov.net](http://ePermits.smgov.net)

Now homeowners and contractors can obtain permits on-line for projects that do not normally require construction drawings or other special approvals, including minor plumbing, electrical, mechanical work, kitchen and bath remodels, and re-roofing.

ePermits users may view the results of completed inspections, research building permits issued for a property and pay outstanding permit fees on-line.



## SEASCAPE HIGHLIGHTS

<i>City Welcomes New Finance Director</i> .....	1
<i>No More Styro to Go!</i> .....	1
<i>Making Progress to End Homelessness</i> .....	2
<i>Citywide Reads Travels Through Time</i> .....	4
<i>SM Festival: Revel with a Cause</i> .....	5
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<i>RecScape</i> .....	Insert



## LONG-RANGE COUNCIL AGENDA ITEMS

### MAJOR MATTERS EXPECTED TO COME BEFORE CITY COUNCIL FROM FEBRUARY TO APRIL

- Mid-year budget review, 5-year financial forecast and budget priorities public hearing
- Approval of funding guidelines for Community Development and Cultural Arts grants
- Amendments to Green Building, Landscaping Standards and Construction & Demolition Waste ordinances; authorization of expedited permitting for solar electric and solar thermal systems
- Presentation of *Creative Capital*, Community Cultural Master Plan
- Annual Homeless Review and update
- Discussion and ordinance regarding fences, walls and hedges
- Discussion of water, wastewater and solid waste rates
- Update on Land Use and Circulation Element (LUCE)

*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).*

# A

## TAKE A WALK—AT THE AIRPORT ARTWALK



s the oldest operating airfield in Los Angeles County, the Santa Monica Airport possesses a rich aviation history. But in addition to its aeronautical roots, it has also developed into an appealing visitor destination with a growing number of artistic and cultural venues located along the length of Airport Avenue. To showcase these assets, the city's Cultural Affairs Division and the Santa Monica Airport will co-sponsor the first-ever Airport Art Walk on Saturday, March 10, from 2 – 6 p.m.

### THE DAY'S HIGHLIGHTS INCLUDE:

- ▲ Open artist studios at Santa Monica Art Studios, Barker Hangar and Santa Monica College Art Studios, where visitors can view the works of local artists and explore the spaces where they create their magic.
- ▲ A special sale of SMC student ceramic and glass works. These beautifully crafted artworks not only make excellent gifts for any occasion, their purchase supports and encourages young artists.
- ▲ The Ruskin Theater will present special performances to please both adults and children throughout the afternoon, with an evening performance to eloquently conclude the event.
- ▲ With visitor appetites sure to develop while enjoying all that the Artwalk offers, the Spitfire Grill, Typhoon and Hump restaurants will be open for service, offering a variety of menu items to please every taste.

Come out to the Airport Artwalk and discover Santa Monica's hidden cultural resource and its unique, creative environment! For more information, please call (310) 458-8350.



## STAY IN TOUCH WITH E-NEWS

# T

wo of the city's most important goals are to keep Santa Monicans informed and reduce waste while saving paper and other vital resources. Through the use of electronic newsletters, six of the city's busiest program areas are now keeping citizens up-to-date on city and community events, activities and actions. Why not subscribe today to one or more of these highly readable and always informative electronic missives?

PROGRAM AREA	NEWSLETTER	CONTACT
<i>Cultural Affairs</i>	<i>The Palette</i>	<a href="mailto:artpalette.mailbox@smgov.net">artpalette.mailbox@smgov.net</a>
<i>Environmental Programs</i>	<i>Solar Santa Monica</i>	<a href="mailto:info@solarsantamonica.com">info@solarsantamonica.com</a>
<i>City Planning</i>	<i>Shape the Future 2025 (Land Use &amp; Circulation Element)</i>	<a href="mailto:shapethefuture2025@smgov.net">shapethefuture2025@smgov.net</a>
<i>Santa Monica Airport</i>	<i>The SMART Report</i>	<a href="mailto:matthew.majoli@smgov.net">matthew.majoli@smgov.net</a>
<i>Santa Monica Pier</i>	<i>Beyond the Pier Sign</i>	<a href="mailto:info@santamonicipier.org">info@santamonicipier.org</a>
<i>Santa Monica Police Dept.</i>	<i>Neighborhood Community Policing Quarterly</i>	<a href="http://win.smgov.net">http://win.smgov.net</a>



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