

MAKE YOUR VOICE HEARD

GET TO KNOW THE VIRGINIA AVENUE PARK

WINTERLIT LIGHTS UP THE TOWN

MY Santa Monica



SANTA MONICA IS...
ing



SANTA MONICA IS...
sunshine and the beach.



SANTA MONICA IS...
My westside bicycle utopia



SANTA MONICA IS...
Home, love us



SANTA MONICA IS...
It's Fun



SANTA MONICA IS...
place of possibilities.



SANTA MONICA IS...
Impresionante



SANTA MONICA IS...
AWESOME!!!!

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SANTA MONICA IS...
It's full of cute boys and girls



SANTA MONICA IS...
rockin'



SANTA MONICA IS...
nice with it

MAKE YOUR VOICE HEARD

If you are taking the time to read this, then Santa Monica means something to you. Is it your home? Your place of work? Your favorite get-away? *What is Santa Monica to you?*

That is the question we asked hundreds of guests at the June 2014 Santa Monica Festival. We were surprised by the wide range of answers people shared. They described Santa Monica as home, a Westside bicycle utopia, and a city that is fun, family-oriented and focused on the future. As you read comments and see faces on this cover of *Seascape*, take a moment to think how you interact with your city. Consider what it means to you—and how your presence affects it.



SANTA MONICA IS...
life

In November, community members will have a unique opportunity to engage with all facets of civic life at the Santa Monica Talks community events (page 3). Attend whichever of three sessions fits your schedule to learn what's happening in your city and meaningful ways to get involved. You can also have your photo taken and added to this collective snapshot of the Santa Monica community.



SANTA MONICA IS...
beautiful.

An innovative effort to measure the community's overall wellbeing presents another avenue for civic engagement. The Wellbeing Project is a landmark opportunity for residents to self-report how they are doing. Thousands of Santa Monicans have already taken the survey—learn more about it on page 6.

There are many ways you can become more involved in your city and make your voice heard: Attend a City Council meeting, train to be a CERT member, volunteer, sign up for the People's Academy (page 4) and, of course, vote! To learn more, visit smgov.net/engage.



SANTA MONICA IS...
living fun!!!



SANTA MONICA IS...



SANTA MONICA IS...
Sexy!

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. Most city offices are closed on alternate Fridays as part of the city's commute trip reduction plan to improve air quality: September 5 and 19, October 3, 17 and 31. Payment and permit services are available every Friday; please call 310.458.8411 for the counter hours of your preferred service.

FAMILY-FRIENDLY ENTERTAINMENT AT THE MILES PLAYHOUSE returns in December with the Creating Arts Company's musicals. More on the fun at creatingarts.org. The popular Fireside at the Miles series gets underway in the new year; find the full performance line-up at smgov.net/Departments/CCS/MilesPlayhouse/content.aspx?id=26306.

NOMINATE SOMEONE FOR AN ARTS LEADERSHIP AWARD The Santa Monica Arts Foundation is seeking nominations for its third annual Arts Leadership Awards, which recognize exemplary contributions to Santa Monica's creative community. Find guidelines and nomination forms at smgov.net/artsleaders.

MARTIN LUTHER KING, JR. CELEBRATIONS Mark your calendar for the weekend of January 16-19 for the 30th annual celebration of the life and principles of Rev. Dr. Martin Luther King, Jr. This year's theme is "The Fierce Urgency of Now!" This multicultural and multigenerational event is one of the largest celebrations on the Westside. For a full schedule of events, please visit facebook.com/mlkwestsidecoalition.

PEOPLE'S ACADEMY ENGAGING THE SANTA MONICA COMMUNITY

Did you know that of all the waste generated in Santa Monica each year, over 77% is diverted from landfills? That current crime rates in Santa Monica are as low as they were in the 1950s? Or that the city's fiscal year 2014-15 annual budget is \$576 million?

This is just some of the valuable information you will learn in Santa Monica's People's Academy. This free seven-week course gives residents a chance to learn what makes the city tick during in-depth classes led by city staff. Because space is limited, a group of 20 people per academy is selected from among a broad range of ages, interests, life experiences, and levels of community involvement. Our goal is to bring together an eclectic mix of people who can learn with and from each other.

The academy is held twice a year; the next session begins in April 2015. Residents of all ages are encouraged to apply at academy.smgov.net/registration.aspx.

Here is what two recent grads had to say about their People's Academy experience:



Owen Gorman



Meredith Esarey

Owen Gorman

What surprised you about the academy?

I was surprised that it was not just a chance for the city to present how awesome it is but how awesome the residents are! It was a great reminder that the city's greatest asset is its residents and that much can be learned from discussing and participating in local issues with neighbors, as we all share a mutual love of living here and have much to offer in making it better.

Meredith Esarey

What did you learn?

The Santa Monica GO App was so great! What a simple, easy way to send your questions and ideas to the appropriate person at City Hall—and, from personal experience—it actually worked! As a banker, I really enjoyed the budget discussion. It was so exciting to see our budget compared to other cities of our size. We are such a progressive city and I am grateful we have the financial resources to continue creating new and exciting programs for our residents and businesses!

WHAT'S HAPPENING IN OUR VIBRANT CITY? WHAT DOES THE CITY'S FUTURE HOLD? HOW CAN YOU GET INVOLVED?

If you have questions, we have answers.

Meet your neighbors and city staff, and learn what's happening in your city in a fun, casual setting at Santa Monica Talks.

Three events are scheduled in mid-November. City Manager Rod Gould will share his perspective on city services and Santa Monica's future. City staff will answer questions and hear your hopes and ideas for the community.

Information at each event will be the same, so come to whichever one works best for you. Local businesses will provide free food and drinks. Free bike valet and Big Blue Bus vouchers will also be available. We'll even have fun games to help participants learn more about what's happening in the city. Go to www.smgov.net/smtalks for more information.

CONNECT WITH NEIGHBORS + CITY STAFF

SANTA MONICA Talks

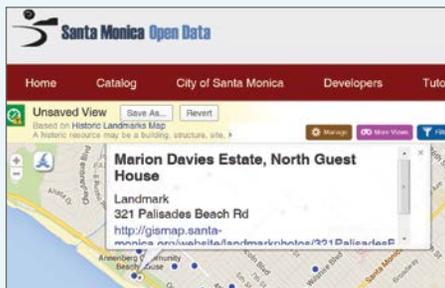
LEARN WHAT'S HAPPENING IN YOUR CITY

SHARE YOUR THOUGHTS!

Photo: Glover E. S.

THURSDAY 11/13	6:15 PM
TONGVA PARK 1615 Ocean Ave, CA 90401	
TUESDAY 11/18	6:15 PM
CIVIC AUDITORIUM EAST WING 1855 Main St, CA 90401	
THURSDAY 11/20	6:15 PM
REAL OFFICE CENTERS 604 Arizona Ave, CA 90401	

CITY LAUNCHES OPEN DATA INITIATIVE DATA.SMGOV.NET



Transparency is important to all of us in Santa Monica, where we have a history of making city government information widely available to engage and inform

the community. Collections of related city information, known as datasets, have been available on-line for years. Examples include census tracts, streets, bike paths, and other property- and transportation-related information. Geographic and transportation datasets, such as the transit data used by Google, were made available to technical users recently. Today, the Santa Monica Open Data Portal at data.smgov.net offers a wealth of city information for everyone's use.

The Open Data Portal includes city finances, permits, licenses, public

assets, public safety, public services, and transportation. These data can be downloaded for technical use, but they are also available in charts and easy-to-understand visualizations for those less technically inclined.

In addition to the financial datasets available at data.smgov.net, an alternate presentation of city budget data is available. SantaMonicaCA.opengov.com offers interesting visuals and interactive functions to communicate city finances in a simple, intuitive manner.

THE WELLBEING PROJECT

Santa Monica has been getting a lot of press lately. We've been called the smartest suburb and the most stressed out. But how are Santa Monicans really doing? Is there a way to find out if our community is a place where people grow and thrive?

Santa Monica's Wellbeing Project aims to do just that. Our city is on the leading edge of a growing network of communities around the world seeking to gain deeper, more meaningful insight into how residents are doing. Why? Through better understanding residents' collective strengths and needs, we will make more informed decisions and work together to strengthen our community.

In 2012, Bloomberg Philanthropies issued its first-ever Mayors Challenge inviting US cities to propose an innovation to be implemented by local government, and if successful to be replicated. Santa Monica was one of five cities to win a Bloomberg grant, worth one million dollars.

“Economists and governments around the world are increasingly looking for metrics to understand just how well their cities—and citizens—are doing. Through The Wellbeing Project, Santa Monica can be a real pioneer in this effort, and Bloomberg Philanthropies is eager to see this idea become a model for the country.”

—JAMES ANDERSON,
HEAD OF GOVERNMENT
INNOVATIONS
BLOOMBERG PHILANTHROPIES

At the core of The Wellbeing Project is the development of the Local Wellbeing Index. This Index will be a data-driven snapshot of our community's collective wellbeing and provide valuable new information to help drive local government policy and resource allocation,



THE WELLBEING PROJECT: DEFINE. MEASURE. ACT.

cultivate new collaborations and help people take charge of their own wellbeing. In partnership with the RAND Corporation, we are currently completing collection of the first round of data needed to assess baseline wellbeing in Santa Monica. The Index will be crafted with data from several sources, including a new online survey fielded by RAND earlier this fall which asked Santa Monicans how they are doing in a range of areas which research shows to align with wellbeing.

“By knitting together many forms of data—information from the city on day-to-day activities and information on how residents feel about their lives—we get better and more complete insight to enhance community wellbeing.”

—DR. ANITA CHANDRA,
LEAD RESEARCHER
RAND CORPORATION

The concept of ‘wellbeing’ isn’t commonly understood and can be misrepresented, largely by equating wellbeing with happiness or wellness alone. Wellbeing is much more. Along with physical and mental health, wellbeing encompasses factors related to economics, physical surroundings, lifelong learning, community involvement, and connections between people.

Although the concept of sustainability seemed foreign when Santa Monica created the Sustainable City Plan 20 years ago, it is now a way of life and a model that many cities have emulated. The Wellbeing Project seeks to be another such innovation, trailblazing a new idea for local government that will become an example for others to follow.

We are excited for the first round of Index findings to be completed this winter, and we look forward to sharing the results with you. Follow our progress by visiting smgov.net/wellbeing.

GET THE SHOT! PREVENT THE FLU!

Even if you are not concerned about getting the flu, people rarely keep their illnesses to themselves. Avoid spreading the flu to others—get the shot and help keep our community healthy.

FOUR FLU FIGHTING TIPS:

1. **Get vaccinated.**
2. **Wash your hands.**
3. **Always cover your mouth when you cough or sneeze.**
4. **Avoid contact with those who are sick.**

Find a flu shot near you at flu.gov



TIME TO CLEAN OUT YOUR MEDICINE CABINET?

Public Safety Facility Offers Safe Disposal

Did you know that throwing away unused and expired medicines in the trash or flushing them down the drain or toilet pose serious threats to kids, pets and the environment? From an environmental perspective, improperly disposed medications will likely end up in a landfill or the ocean, where they have the potential to leach into the soil and contaminate our groundwater, or harm marine life.

The number of drug overdoses from prescription medication misuse has skyrocketed in recent years, especially among children, who seem particularly adept at unsupervised exploration of cabinets and drawers in their homes.

Now there's a better way to remove these items from your home. The Santa Monica Police Department, in collaboration with the Department of Public Works' water resource protection division and the Office of Sustainability and the Environment, have installed a permanent, secure drop-off kiosk in front of the Public Safety Facility, at 333 Olympic Drive. It is located directly in front of the main doors and will be your new, one-stop spot to dispose of prescription drugs and over-the-counter medicines. Just remove labels with personal information, or use a heavy black marker to cross it out, before dropping into the box.

If you have questions about this program, contact the Santa Monica Police Department Community Relations Unit at 310.458.8474.



A PLACE FOR PAWS AND AWWWS



Tucked away in a little-traveled block of 9th Street, the Santa Monica Animal Shelter is a refuge for lost, found, relinquished or otherwise homeless critters. It provides them with room and board, as well as veterinary care when needed, until their fates are decided. Fortunately, this shelter possesses one of the highest rates of animal placement in the country.

On any given day, cats far outnumber dogs at the facility, which can hold up to 70 felines and 35 canines. On occasion, ducks, wild birds, hamsters and other, more unusual creatures take up residence there, as well.

Operated by the Santa Monica Police Department, the shelter welcomes all animal lovers to come in and adopt available animals (city residency is not a requirement). To help maintain its low

rate of euthanizations, the shelter's staff also works closely with a large network of rescue groups to take animals for fostering and placement. Animals are released from the shelter only if they have been spayed or neutered, and have either had a medical exam or medical records provided by previous owners. Currently, renovation of the shelter's housing for cats and kittens is underway with the dogs' area slated next for improvements. These efforts are expected to make the facility more comfortable for both the animals and those who venture in to find their lost pet or adopt a new one, and to increase the placement of pets into homes.

Visit the Santa Monica Animal Shelter at 1640 Ninth Street, 8 a.m. to 5 p.m., Tuesday through Saturday. Phone 310.458.8594 or email shelter@smgov.net for information and assistance during business hours; after hours, call Police Dispatch at 310.458.8491. You can also visit the petharbor.com website to search for lost, found and adoptable animals in Santa Monica.

20
1994-2014
YEARS
OF PROGRESS

SANTA MONICA
SUSTAINABLE CITY PLAN
sustainablesm.org

1.5 MILLION gallon decrease in water use per day since 1990

3.6 MW solar installed since 2001

increase in Farmer Market sales since 2011 **11%**

45% decrease in waste per capita since 2007

60% of Santa Monica water produced locally

79% increase in bicycling since 2007

54 publicly available EV chargers

1147 active, local, green businesses

27 parks covering 130 acres

2 beach access walkways created with 15,000 recycled tires

increase in urban forest since 1990 **20%**

14% decrease in greenhouse gas emissions since 1990

10,000+ residents completing Community Greening Program

79% voter turnout in last general election

2 MILLION items used by Santa Monica Library visitors last year

350,000 attendees at cultural events last year

THE DROUGHT: WAITING FOR EL NIÑO ISN'T THE ANSWER ...

But we can help you deal with the water shortage painlessly due to the generous rebates available to you. If we all work together, we can meet our goal of reducing citywide use by 20%.

Following are a few of the quickest and easiest ways to get us there—visit smgov.net/water for more!

1. Keep showers to 5 minutes or less.
2. Check for and repair leaks in toilets, faucets, showers and irrigation systems.
3. Replace low flow toilets with WaterSense® toilets and get a rebate.
4. Replace top-loading washing machines with Energy Star front-loading washing machines and get a rebate.
5. Replace lawn with water-smart plants, mulch and drip irrigation and get a rebate.



It's up to us
Santa Monica
sustainablesm.org

Sustainable Santa Monica uses the power of community to enhance our resources, prevent harm to the natural environment and human health, and benefit the social and economic well-being of the community for the sake of current and future generations.

sustainablesm.org

EXPO AT THE THREE-QUARTER MARK!

Officials charged with construction of the \$1.6 billion extension of the Expo Light Rail Line from Culver City to Santa Monica recently announced that the project is three-quarters finished.

In fact, the hardest work in Phase II of Expo is behind us: The train tracks are in place and the stations are well along. At the time of this writing, all but one of the intersection closures to lay track and pour concrete is complete. The patience of motorists and pedestrians alike during this period of inconvenience has been a key factor in finishing the job in a timely manner.

It is not an overstatement to suggest that the train that will soon connect Santa Monica to downtown Los Angeles (and vice-versa) is a “game changer.” The current ridership in the Phase I link from LA to Culver City is significantly ahead of projections and is anticipated to jump considerably when the three stations in Santa Monica come online, making places of employment, Santa Monica College, shopping, hotels and the beach so accessible. In fact, ridership should reach 3,000 persons per day within the first few years of the opening of Phase II to Santa Monica.

Still, it’s unlikely that congestion on the I-10 and city streets will suddenly disappear. As the billboard once said, “Nobody walks in LA”—but Expo will provide an exciting new way to get around that is inexpensive, efficient, dependable, safe, clean and easy. Even those accustomed to driving everywhere may have a change of heart!

Big Blue Bus officials are conducting community meetings and public surveys, working toward aligning bus routes to link up with all seven Expo stations to most efficiently provide the “first and last mile” connections between the stations and passengers’ ultimate destinations. This will ensure that this mega-capital investment in transportation produces the greatest benefit for all.



Reaching this milestone has been a mammoth undertaking, with virtually every department in the city involved in working with Expo and Metro to keep the project on-time and on-budget. And we are especially grateful to the citizens of Santa Monica for their ongoing cooperation as we near the last stretch of Expo construction.

Learn more about what’s to come at BuildExpo.org.



COME
Play
LEARN READ
CONNECT
Buy Local
AND MORE AT
VAP

There's something for everyone at Virginia Avenue Park.

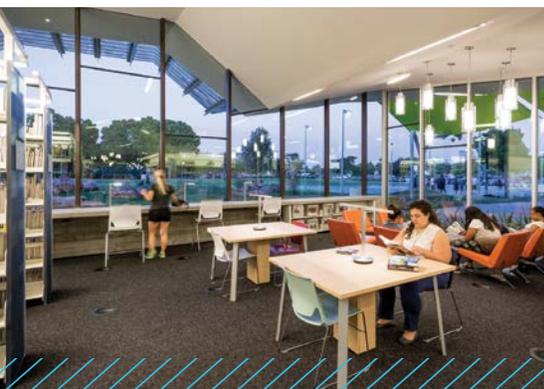

Photos by William Short

GET TO KNOW THE NEW VIRGINIA AVENUE PARK

With the addition of a new branch of the Santa Monica Public Library, Virginia Avenue Park has grown into a true community campus, serving visitors of all ages. The 9.5-acre park is a popular spot for community events, family gatherings, playtime and sports. It's also home to a Teen Center and a robust schedule of free classes for parents, children, teens, adults and seniors.

////////////////////////////////////
“I believe that if one is blessed with a sharing heart, some of it should go back to the community ... because the good that men and women do lives after them.”

—THELMA TERRY
////////////////////////////////////



EXPLORE VIRGINIA AVENUE PARK



GENERAL INFORMATION

- Virginia Avenue Park is open every day, rain or shine, from 6 a.m. to 11 p.m.
- Free Wi-Fi is available throughout the park.
- The basketball courts are available from sunrise to 10 p.m., every day, first-come, first-served.
- Two community rooms (Thelma Terry Building Workshop 3 and The Patio), plus The Annex, are available for rental.
- Picnic tables and BBQs are available on a first-come, first-served basis.
- Call 310.458.8688 for details about facility use and rental requirements and reservations, or visit smgop.net/vap.

1 Programs held at the **THELMA TERRY BUILDING** are inspired by the facility's namesake, a woman who advocated on behalf of local youth. It's a central gathering place for kids, and home to educational and cultural programs throughout the week. It's also where the on-site senior lunch program is held, and is frequently used for community meetings. The Thelma Terry Building is available to rent on weekends for family parties.

2 If you're a kid (or a parent), the **SPLASH PAD** is the place to be on warm days from May through September.

3 **THE PATIO**, located next to the Splash Pad, is a perfect spot for birthday parties. It can hold up to 60 kids of any age and is available to rent on weekends.

4 The park has two **PLAYGROUNDS**, one for infants and toddlers and one for older children. They feature swings, climbing structures and bridges on soft-surface and sand areas.

5 Two full-size, lighted **BASKETBALL COURTS** are nearly always in use for pick-up games. Tables and barbecues are located throughout the park, no reservations required!

6 **PARK CENTER** is where program registration and room rentals are handled. It's also home to the **PAL Youth Fitness Gym**, with a room for boxing and weights and a room for exercise and martial arts. In addition, a counseling center connecting people with social services and employment resources is headquartered at Park Center. The building is also known for the mural on its south side, facing Pico Boulevard and reflecting the spirit and cultural diversity of the surrounding neighborhood.

7 The **FARMERS' MARKET AREA** is a wide, paved plaza in front of the new library where one of Santa Monica's famous Farmers' Markets is held every Saturday from 8 a.m. to 1 p.m. This is also where community events and cultural activities are held throughout the year.

8 The **TEEN CENTER** and **COURTYARD** are home to programs for teens and young adults, including arts instruction, a recording studio, homework assistance rooms and a computer lab. College-readiness workshops, job-readiness internships, leadership programs and community service opportunities help youth move toward adulthood and realize their full potential.

9 The full-service **PICO BRANCH LIBRARY** is the newest addition to Virginia Avenue Park. It houses a collection of over 25,000 books, movies, audiobooks, magazines and newspapers, Spanish-language materials and large-print books for adults, teens and children. There are separate reading areas for adults and children, quiet study rooms, computers and a copy center.

10 Next to the library is the **ANNEX**, used for story time, after-school activities, reading programs, book clubs and more. A public art exhibit area showcases artwork created by teens at the park. The Annex is available to rent, comes with a kitchenette, and can accommodate up to 56 people.



SANTA MONICA CRADLE TO CAREER INITIATIVE (SMC2C)

Started in 2011, SMC2C is a partnership of the City of Santa Monica, SMMUSD, SMC and a variety of youth and family-serving agencies. Together, these partners work to address the social, emotional, academic, and physical wellbeing of our youth. More information can be found at santamonicayouth.net, including an online directory of services for young people and their families—such as homework clubs, mentoring programs, camps—as well as two Youth Wellbeing Report Cards. In addition, you'll find information on the key goals of SMC2C, including the 2015 launch of a campaign to empower parents to prepare their children for kindergarten and to ensure classrooms are ready for students.

WHAT'S NEXT FOR THE CIVIC?



Do you have a favorite memory of the Santa Monica Civic Auditorium? A rock concert? The Academy Awards? A car show? A film festival? A symphony concert? The Civic has played host to these and many other events since its opening in 1958—and now the city is looking at how best to reinvent this aging but special cultural resource so that future generations can enjoy it as so many of us have in the past.

The public is invited to join the City Council-appointed Civic Working Group for two community workshops early next year to help develop and explore options for the future of the renowned Santa Monica Civic Auditorium. An initial workshop, held in September, drew nearly 100 people to begin the community-wide discussion of the Civic's future. The involvement of a broad spectrum of stakeholders in these discussions will ensure that the Civic remains a source of pride and value to the community.

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Saturday, January 31 and Sunday, February 1, 2015

Community Workshop #2 is a two-part event that will focus on operational and capital budgets needed for the Civic's renovation.

////////////////////
Saturday, March 21, 2015

Community Workshop #3 will be a discussion of community ideas, findings and preliminary recommendations for City Council.

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The workshops will be held in the East Wing of the Civic Auditorium, 1855 Main Street, at times to be announced later this year. To learn more about the Civic planning process and to sign up for updates and announcements, visit santamonicacivic.org or contact the Cultural Affairs Division at 310.458.8350.

CALENDAR

BIG BLUE BUS HOLIDAY FOOD DRIVE Make this a happy holiday season for local families in need by donating checks, canned goods or non-perishables to this community-wide food drive. The Big Blue Bus is again spearheading the collection for the Westside Food Bank. Look for donation bins at any of the five Santa Monica Library branches.



DOWNTOWN TREE LIGHTING Start your family's holiday season with this time-honored tradition. Join neighbors and friends at Third Street Promenade at Wilshire for the lighting of the official City of Santa Monica Holiday Tree on Thursday, November 20. Then, parade with Santa to Santa Monica Place and watch as another beautiful evergreen is transformed into a glowing beacon of holiday spirit.

MENORAH LIGHTING ON THIRD STREET PROMENADE Take part in the Chanukah celebration of lighting the menorah on each night of Chanukah on Third Street Promenade. Enjoy live music, dancing and more, December 16-24.



WINTER AT THE BEACH HOUSE Connect with your inner naturalist and join the Santa Monica and Los Angeles Audubon Societies for their beach walks, a winter Beach House tradition. On December 28, the Snowy Plover Beach Ecology Walk will explore the habitat and life cycles of the threatened Snowy Plover. On the same day, a Family Field Trip Beach Walk is all about exploring slimy seaweed, beach hoppers, kelp strands and grebes. And on January 18, those with an eye for detail can join the Beach Walk & Sketch to capture the natural wonders of Santa Monica State Beach. These events are free, but reservations are required.



HAPPY BIRTHDAY MARION! Join the Santa Monica Conservancy **WATCH** and celebrate with vintage panache as we pay tribute to the original Beach House resident, Marion Davies. The actress, philanthropist, famed party hostess and mistress of media tycoon William Randolph Hearst lived in the 1928 Julia Morgan-designed Guest House, and Happy Birthday Marion! takes place there on Sunday, January 11, from 11 a.m. to 2 p.m.



For more information, contact Guest Services at 310.458.4904 or visit annenbergbeachhouse.com.

EXTRA BEDROOMS FOR FAMILY AND FRIENDS!

Specially discounted hotel rates, just for Santa Monica residents.



She raised you, she took you to soccer practice, she flew all the way from your hometown to visit—doesn't your mom deserve better than spending the holidays sleeping on your couch?

If space is an issue at your house during the holidays, Santa Monica Convention & Visitors Bureau (CVB) is here to help with its annual Extra Bedroom campaign, available exclusively to Santa Monica residents. From mid-November through mid-January, Santa Monica hotel partners extend their appreciation to residents with the opportunity for locals to set up their out-of-town visitors in one of the city's many famed hotel properties at heavily discounted rates. All you need to unlock these fantastic rates is proof of your city residency. For a full list of great offerings, visit SantaMonica.com/extrabedroom.

While they're here, have your friends and family stop by one of four CVB visitor centers (Third Street Promenade, Santa Monica Pier, Palisades Park, and the Edgemar Center, 2427 Main Street). Friendly and experienced travel counselors can coordinate both transportation and itineraries, and share all of the wonderful activities Santa Monica offers during the holidays. And here's a bonus: Introduce yourself as a local and mention this article to receive 30% off of most "Santa Monica" retail items at the Main Street center.

Happy Holidays from all of us at the CVB to you and yours!

COMING SOON: SANTA AND THE CANDY CANES (NOT A SINGING GROUP)

Santa Claus is coming to town early this year ... and Santa Monica's firefighters and police officers are leading the way! Santa and his public safety elves will be distributing good cheer and thousands of candy canes throughout the community as part of the city's 22nd annual "Candy Cane Drive."

Be on the lookout Saturday, December 6, for Santa and his fire-engine red "sleigh" to arrive at these locations:

- 🍭 10:30 - 11 a.m. **Douglas Park**, California Avenue & 25th Street
- 🍭 11:15 - 11:45 a.m. **Christine Reed Park**, California Avenue & Lincoln Boulevard
- 🍭 12 - 12:30 p.m. **Third Street Promenade** at Wilshire Boulevard
- 🍭 1:45 - 2:15 p.m. **Virginia Avenue Park**, 2200 Virginia Avenue
- 🍭 2:30 - 3 p.m. **Marine Park**, Marine & 17th Streets
- 🍭 3:15 - 3:45 p.m. **Clover Park**, Ocean Park Boulevard & 25th Street



Children are encouraged to watch and listen for the lights and sirens of the public safety vehicles, while parents are encouraged to bring their cameras for some great photo opps with Santa and his helpers.

For more information, call the Santa Monica Police Department's Community Relations Unit at 310.458.8474.

HELP PAL MAKE THIS THE BEST HOLIDAY SEASON EVER!



For many families in Santa Monica, this usually joyful time of year is a challenge as they struggle to make ends meet, let alone provide holiday gifts for their children. The Best Gift Ever Toy Drive was created in 2006 to ensure that the youth who participate in programs of the Santa Monica Police Activities League (PAL) are not let down during the holiday season. PAL partners with Downtown Santa Monica, PS #1 School, the Karie Group and Santa Monica Place to sponsor gifts for youngsters 6 to 17 years of age who write letters to Santa describing what they would most like to receive.

It is our goal is to reach even more deserving children in the community by inviting businesses and individuals to join this cherished tradition by donating gifts to PAL between mid-November and December 12. Gifts will be presented to the children during PAL's annual Holiday Workshop by Santa himself. From gift cards to skateboards and dolls to DVDs, no child leaves empty-handed. And many are surprised to receive the gift of their dreams, their wish fulfilled by generous donors.

To donate a gift for a child (ages 6 to 17), or to learn more about PAL's after-school programs and activities, please call the PAL Youth Center at 310.458.8988 or email eula.fritz@smgov.net. PAL is a 501(c)3 corporation and all gifts are tax-deductible.

TIPS TO MAKE YOUR HOLIDAYS MORE ENJOYABLE, WITHOUT LEAVING TOWN

The folks at Buy Local Santa Monica have ten great ideas for taking the hassle out of the holidays, but even if you try only half of them, you're guaranteed less stress and more fun right here in your hometown!

1. Head to your favorite Santa Monica Farmers' Market and stock up on ingredients for your holiday meals. Eat fresh, eat local!
2. Lace up your walking shoes and walk to your local stationery store to stock up on holiday cards for friends and loved ones.
3. Snag some great, early-season deals at "Small Business Saturday" on Montana Avenue, Saturday, November 29.
4. Ice skate under the palm trees! Head to Downtown Santa Monica's ICE with the kids. Buy a hot chocolate to get in the spirit! (Or drop off the family while you take care of some important holiday shopping!)
5. Meet up with your co-workers or friends for some holiday cheer at a Santa Monica pub or coffee bar.
6. Looking for a great venue for a holiday office party? There are more than 120 Buy Local Santa Monica restaurants to choose from at buylocalsantamonica.com/vendors/category/restaurants. (These are also great resources for catering the holiday meals that you don't have time to cook!)
7. Have friends or family visiting? Treat them to a night at a Santa Monica hotel and enjoy the local discounts of the Extra Bedroom Program at santamonica.com/extrabedroom.
8. For some free family fun, attend the Main Street, Pico Boulevard, Montana Avenue and Downtown Santa Monica holiday events—visit buylocalsm.com/events for the schedule.
9. Bike Local, Buy Local, and avoid hassles with parking and traffic. Grab your bike and enjoy some exercise while you do your holiday shopping. Treat yourself to a little something with the money you just saved on parking! Visit bikesantamonica.org for maps and safety information to get you going.
10. Buy Local, Give Local this holiday season. Help support one (or more) of Santa Monica's many worthy nonprofit organizations this holiday season by shopping at a local charity shop for holiday decorations and cool scarves to use as wrapping paper, or by making a tax-deductible donation or volunteering some time to help your neighbors in need.



HOMELESSNESS DOESN'T TAKE A HOLIDAY: HOW YOU CAN HELP THIS SEASON



"I can set up a desk to study for an associate's degree now that I have a home." Jim couldn't believe that he finally had an apartment after more than 15 years of living on the streets and in emergency shelters. Jim was diligent in meeting all the requirements of the programs offered to him at a local homeless services agency. That help, along with the intensive collaboration between city staff and SMPD's Homeless Liaison Program (HLP) Team, enabled Jim to obtain permanent housing and a new start in life.

The City of Santa Monica and its partner service providers work year-round to help individuals like Jim move off our streets and into housing. The support of the community is vital to these efforts, so as you prepare for the holidays, we invite you to join us in helping people end their homelessness for good.

Consider making a financial contribution—or perhaps organizing a food or clothing drive t your office or place of worship. Visit smgov.net/homelessness to find a Santa Monica-based service provider to help you make the most of the holidays by helping those in need.

Be sure to rest up after the start of the new year, because your help is also needed on Wednesday, January 28, 2015, as more than 200 community volunteers will participate in the city's annual count of homeless people in our community.

Make your resolution to be a part of the solution! For more information on the count or to RSVP, call 310.458.8701 or email humanservices@smgov.net.



TRY BIG BLUE FOR A STRESS-FREE HOLIDAY SEASON!

The holidays are back! So are the eating, the shopping, the gift-giving ... and, along with those sugarplums dancing in your head, it's hard not to envision lots of people and traffic. Instead of rushing, however, you can slow down and enjoy the journey by hopping on the Big Blue Bus.

It's an easy and inexpensive way to get around town: Fares are just \$1 (free for kids under 5), 50 cents for seniors, or enjoy unlimited trips with a \$4 DayPass. The kids won't need car seats, and parking ... well, that's no concern at all!

HERE ARE JUST SOME OF THE PLACES BIG BLUE WILL TAKE YOU:

- Shopping: Hop aboard almost any BBB route to get to Downtown Santa Monica, the Third Street Promenade and other local business districts. Route 3M runs along Montana Avenue, Route 1 along Main Street.
- LAX: Route 3 and Rapid3 run from Downtown Santa Monica along Lincoln Boulevard to the airport's transit center, where you can make a free transfer to a shuttle to get to the terminals.
- ICE and the Pier: Ride most any BBB route to Downtown Santa Monica to enjoy ice skating on Arizona or special activities at the Santa Monica Pier.
- Summery winter weather: Is cold weather ever coming to SoCal? 'Til then, you can continue to enjoy paddleboarding or kayaking at Marina Del Rey. Take Route 3 to Lincoln and Bali for the rental shops on Admiralty, or Route 1 to Venice Boulevard and Venice Way, and walk about half a mile to Mother's Beach. But go early to enjoy the calm before the wind kicks up.
- Anytime travel: Big Blue day or monthly passes make great stocking stuffers for your family! Buy them at the BBB transit counter at 1444 4th Street.

It's easy to plan your trip by calling our customer service representatives at 310.451.5444, or see schedules and directions on Google Transit at googlemaps.com.

WINTERLIT LIGHTS UP THE TOWN!



Downtown Santa Monica plays host to many noteworthy events and celebrations throughout the year, but perhaps none quite as spectacular as Winterlit. Coordinated by Downtown Santa Monica, Inc., in partnership with Santa Monica Place, Winterlit's events, activities and cheerful decorations bring holiday cheer to residents and visitors alike, while encouraging people of all ages to embrace the spirit of the season.



"Winterlit gives us the opportunity to celebrate our diverse community and all that it has to offer during the holiday season," notes Kathleen Rawson, Downtown's CEO.

With nearly three months of events and activities planned for all ages, there's a lot of excitement in store for those who come to Santa Monica for shopping, dining and entertainment.

A signature event of the season is ICE at Santa Monica, an 8,000-square-foot outdoor skating rink on the corner of Fifth Street and Arizona Avenue. Now in its eighth year, ICE has become a holiday tradition for residents, especially families.

The holidays are heralded by a grand opening at ICE on Thursday, November 6, with a fun ceremony and free ice skating. ICE will be open through January 19. Randy Gardner, world-renowned Olympic figure skater, will once again manage all the ice skating lessons offered at ICE throughout the season. Visit ICEatSantaMonica.com for details.



Come shop at the Santa Monica Farmers' Market! Fresh, local produce for all your holiday cooking needs, plus gift ideas and even living Christmas trees. Find out more! farmersmarket.smgov.net

FIVE WAYS TO CREATE HOLIDAY CHEER WITHOUT FEAR (OF SPENDING OR EATING TOO MUCH)

courtesy of Active Santa Monica

1. Go to the local tree (and/or) menorah lighting ceremony—it's free and it's fun!
2. Treat your friends to passes at the local ice skating rink instead of going out to dinner. Fun, exercise—and hot cocoa to top it off!
3. Make an extra loop around the mall or big-box store before you actually start shopping—the endorphins may help you pick better gifts.
4. Select a family that could use a night off, and offer to pay for their babysitter—or do the babysitting yourself. Your simple gesture means a world of comfort to harried parents who deserve that much-needed rest—or the time to get their own holiday shopping done.
5. Clean out your kitchen cupboards and bring extras to the local food bank, or take unneeded sweatshirts, jackets and blankets to any local shelter. All will be gratefully received—and will help spread holiday cheer!

MAKING ACTIVITY PART OF YOUR HOLIDAY PLANS

With kids, work and friends or family coming into town, it's not easy to stay fit during the holiday season. But Santa Monica offers great weather, parks, beaches and even shopping areas where some physical activity—and family-time—can be enjoyed no matter what else is on the agenda.

CONSIDER THESE SIMPLE STRATEGIES:

SATURDAY MORNING: Clover and Douglas Parks are great places to let the kids have fun on the playground while you sit with your tea or coffee and plan out your day, your holiday

shopping list or meals for the week. Then grab the kids and challenge them to see how many laps around the park they can do in 30 minutes. For added kid-interest, count the dogs, ducks or turtles you see along the way, or count the airplanes in the hangars.

SUNDAY MORNING: Use one of Santa Monica's great bike routes or lanes to get to the Main Street Farmers' Market, let the free valet service park your ride, then take a stroll around the market to check out all the wonderful, fresh produce and goods. Then shop—you've already looked around, so you won't be as tempted to buy impulsively.

AND FOR THE REST OF THE WEEK:

ACT LIKE A TOURIST! Pick a day to run, ride or walk near the Annenberg Community Beach House.

DECIDING BETWEEN A WORKOUT OR THE GROCERY STORE? Do both! Many grocery stores offer home delivery at little or no charge for first-time users—and what better time than the holidays to try out the service? It frees up your time so you can get in that tennis game at Reed Park.



Remember to Stay Active and Enjoy the Holidays!

facebook.com/activesm

SANTA MONICA FARMERS' MARKET

GREENS, BEANS, CARROTS AND BUTTERNUT SQUASH STEW

INGREDIENTS

- 4 dried, smoked tomatoes
- 1 Chipotle chile (NOT the canned kind in adobo sauce)
- 1 to 2 bunches of Swiss chard (enough to yield 8 cups chopped greens)
- 1 medium onion, chopped
- 4 large cloves garlic, minced (about 2 tablespoons)
- 1-½ pounds winter squash, such as butternut
- 1 pound carrots
- 3 cups cooked beans
- ½ cup vegetable stock or water
- 2 tablespoons extra virgin olive oil, avocado or grape seed oil
- Kosher or sea salt
- 1 large lime
- A nice, big handful of cilantro
- Cooked quinoa, wheat berries or brown rice (optional)



Used with permission from **The Santa Monica Farmers' Market Cookbook: Seasonal Foods, Simple Recipes, and Stories from the Market and Farm** by Amelia Saltsman (Blenheim Press, 2007). For more recipes and cooking tips, visit ameliasaltsman.com.



DIRECTIONS

Soak the tomatoes and chile in 1/2 cup hot water for 10 minutes. Use kitchen scissors to snip the tomatoes into small pieces and to split the chipotle lengthwise, leaving the stem end attached. Return them to the soaking liquid.

Meanwhile, wash the Swiss chard and strip the stems from the leaves. Chop the stems crosswise into small pieces. Cut the leaves crosswise into 1/2-inch-wide ribbons. Peel the butternut squash and cut into 1- to 2-inch pieces. Peel or scrub carrots and cut into 1-inch pieces.

Heat the oil in a wide pot over medium heat. Stir in the chopped onion and chard stems. Add a generous pinch of salt and cook, stirring occasionally, until soft, 5-7 minutes. Add the garlic and cook 1 minute.

Add the squash cubes, carrots and 1/2 teaspoon salt to the pot, top with chard leaves, and cover. Cook until chard is wilted and squash and carrots are bright orange, 7-10 minutes, stirring occasionally.

Stir in the beans and 1/2 cup of their cooking liquid. Add the tomatoes and chipotle and their soaking liquid. Add 1/2 cup water or vegetable stock and the remaining salt. Cover pot and reduce heat to low. Simmer the stew until the squash is tender and the flavors are blended, 15-20 minutes. The dish may be made to this point a day ahead and reheated. Spoon into bowls (over quinoa or brown rice, if desired) and top each with coarsely chopped cilantro and a squeeze of lime.

SMPL WRAPS UP ANOTHER STELLAR YEAR

Every year, the Santa Monica Public Library makes an annual report to the California State Library on its activities, statistical information that includes number of hours open, visitors, circulation, program attendance and public internet computer use. In each of the past four years, Santa Monica's yearly figures have garnered national recognition as the only Southern California library to earn top marks—the coveted five stars—from *Library Journal's* national rating of public libraries.

With more than 1.25 million visitors, we beat the Lakers' attendance for season home games. Our five libraries are open 11,000 hours a year—but even when the doors are closed, smpl.org is available 24/7 so users can conduct research and download books, audiobooks, movies and music.

It's clear that ours is an avid reading community. During the 2013-14 summer reading program, children and teens read 1.9 million minutes, and this past summer, they bested that total by topping a whopping 2 million minutes. Santa Monica was also one of just 77 organizations in the country to receive a National Endowment for the Arts grant for The Big Read, the community reading program which this year focused on Luis Alberto Urrea's *Into the Beautiful North*.

A major milestone this year was the opening of the Pico Branch Library at Virginia Avenue Park, the first new library location in Santa Monica in more than 50 years and the first branch library located in a park setting. We've also created an engaging new website—SHARE Santa Monica—where people can post and share their images and remembrances of our community. Tell us your story at sharesantamonica.org.

SANTA MONICA PUBLIC LIBRARY

2013/14

Wrap-up

COMMUNITY SPACE

The Santa Monica libraries were open

11,000 Hours

1,265,286 Visitors

More people visited the library than attended the Lakers' season home games.

TEEN FILM FESTIVAL

9th YEAR

300 SUBMISSIONS

46 FILMS

Youth SUMMER READING

4000+ Participants

800+ Teen Participants

1.9 MILLION Minutes Read

10 Weeks | 320 Programs

14,707 Attendees

Community Reading

Grant from National Endowment for the Arts/Arts Midwest for The Big Read.

COLLABORATION

Youth Librarians made 90 presentations in schools and reached 4,464 students.

- 101 classes (2,640 students) visited the library.

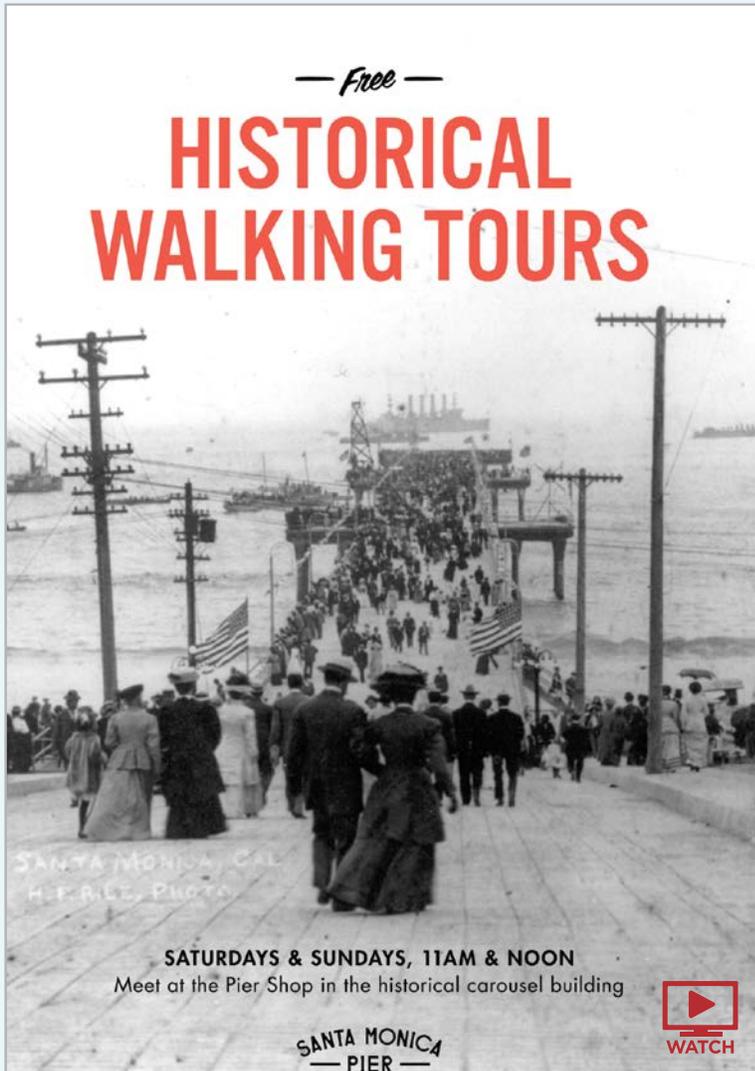
Be sure to check out our "quick look" wrap-up report at smpl.org/2013_14_Wrap_Up.aspx

and then make a point of visiting one of our five locations to see for yourself why so many others choose SMPL as a favorite place to spend quality time and why CBS Los Angeles recently picked us as one of the best libraries for kids!

SEASCAPES PAST

— Free —

HISTORICAL WALKING TOURS



SANTA MONICA, CALIF. H.F. BILE PHOTO

SATURDAYS & SUNDAYS, 11AM & NOON
Meet at the Pier Shop in the historical carousel building

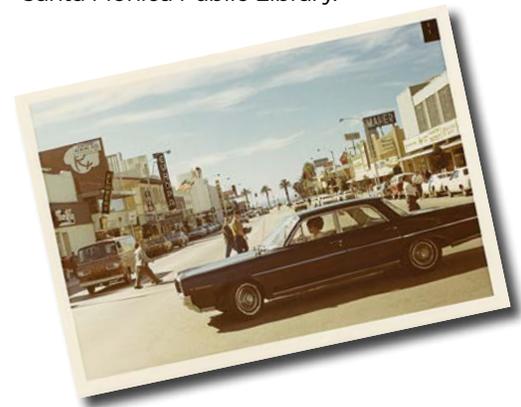
SANTA MONICA PIER

WATCH

Can you name the street in this photograph? It is one of more than 50 photographs depicting downtown Santa Monica taken by longtime city resident Leslie S. (Les) Storrs on February 14, 1970. The photograph is a view of Wilshire Boulevard, looking west from 4th Street.

Les Storrs worked for the venerable *Santa Monica Evening Outlook* from 1923 until 1942, rising through the ranks to become the newspaper's managing editor. In 1946, he was named director of planning and zoning administrator for the city, a position he held for 25 years. Following his retirement in 1971, Storrs authored the city's official centennial history, *Santa Monica: Portrait of a City, Yesterday and Today*.

Storrs' photo collection is available at Imagine Santa Monica (digital.smpl.org), home to the digital collections of Santa Monica Public Library.



LITERACY COACHES CHANGE THE GAME AT SMMUSD SCHOOLS



After a successful pilot program last year, the Santa Monica-Malibu Unified School District literacy coaches are on the job. Beginning in August, 12 full-time literacy coaches were placed at every elementary school within the district.

These coaches work with the teachers to keep them up-to-date on the latest and best research-based teaching strategies to maximize student learning. They will coach teachers on how to work with students at all levels, supporting both struggling students

and challenging high-achievers. The coaching and support is provided in a number of ways: one-on-one and grade-level meetings with teachers; professional development sessions with the school's entire faculty; working with teachers in their classrooms; and meetings with principals to ensure that every area of need in each school is being addressed.

This program is funded by contributions to the nonprofit Santa Monica-Malibu Education Foundation.

MAKE A TURKISH MAP FOLD CARD

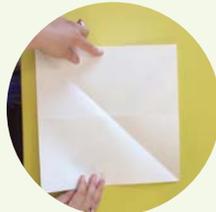
Get started on a papercraft journey with this fun little project; it makes a great greeting card or “secret” map! And you may find you can’t stop with just one...



Join us at 1450 Ocean, Santa Monica’s new art and community center providing arts, crafts and movement classes for adults in the Camera Obscura building. Pro tips from our instructors help you learn how to craft DIY staples like soap and jam, make mosaic art or enamel silver jewelry, or hone your words with typography and poetry-writing workshops, among many other offerings. Every second Saturday, enjoy the free Craft Lounge where you can share ideas and work on your projects with tea and company. Check out smgov.net/1450Ocean, call 310.458.2239 or email communityclasses@smgov.net for more information.



STEP 1: Start with a piece of square cardstock or paper. Take one side of it and fold over to make a rectangle. Then unfold. (A professional bookmaker’s bone folder, or any hard object with a slightly rounded edge, like the stem of a pen, will make your creases neat and save your nails!)



STEP 2: Flip your square over, then pick a corner and fold that up to make a triangle, neatly aligning the edges. Then unfold and repeat with the next corner folded up to make another triangle. Unfold slightly so that you can see the “X” you made.



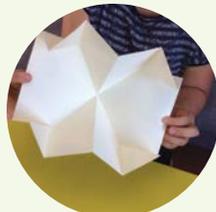
STEP 3: With the “X” in front of you, gently push the rectangle-folded sides toward the center to make a triangle “sandwich.” If you’re using cardstock, this should just spring into place, but if you’re using lighter paper you may need to pinch the two sides together a bit. Use your bone folder or fingers to reinforce all the folds.



STEP 4: Now you have a smaller, thicker triangle. Take each of the four acute tips of the triangle and fold them in toward the center to make four mini-triangles aligned with the long edge. Make sure that they reach but don’t exceed the imaginary center line of your big triangle. This now looks like a mitered Pope’s hat!



STEP 5: Unfold your mini-triangles and refold them inwards by pushing in at the lowest point of the diamond. Repeat for all four points so it looks like a house. Test the action of your map by opening and closing the card from the two long edges (the point will point away from you.) You’re done!



STEP 6: Since your final piece is neither square nor rectangle, it won’t fit into a regular envelope; but you can tuck your Turkish Map into a larger, folded piece of paper and decorate it as you like.

CITY COUNCIL MEETINGS

The Santa Monica City Council regularly meets at 5:30 p.m. on the second and fourth Tuesday of every month in the Council Chamber, located at City Hall, 1685 Main Street. Upcoming Council meetings are scheduled for:

- Nov. 11, 25**
- Dec. 9, 16 (special meeting)**

Visit smgov.net/council for more information or to check the status of future agenda items. City Council meetings are broadcast live on CityTV cable channel 16, over-the-air on new digital broadcast channels 20.2 and 20.5, and streamed at citytv.org. Regular meetings air on 89.9 KCRW from 8 p.m. to midnight.

All Council meetings are open to the public. Public comment may be made in person at any meeting, or prior to the meeting via regular U.S. mail, email or by fax to:

City Hall, 1685 Main Street
 Room 209
 Santa Monica, California 90401
 Phone: 310.458.8201
 Fax: 310.458.1621
 Email all Council members:
council@smgov.net

Seascope is a publication of the City of Santa Monica designed to inform residents about city programs and services. Please email editorial information and comments to seascope@smgov.net or mail to:

Robin Gee
 Santa Monica Seascope
 City of Santa Monica
 1685 Main Street
 Santa Monica, CA 90401

In accordance with the Americans with Disabilities Act, Seascope is available in alternate formats by calling the City Manager's Office at 310.458.8301 (TDD/TTY 310.917.6626).

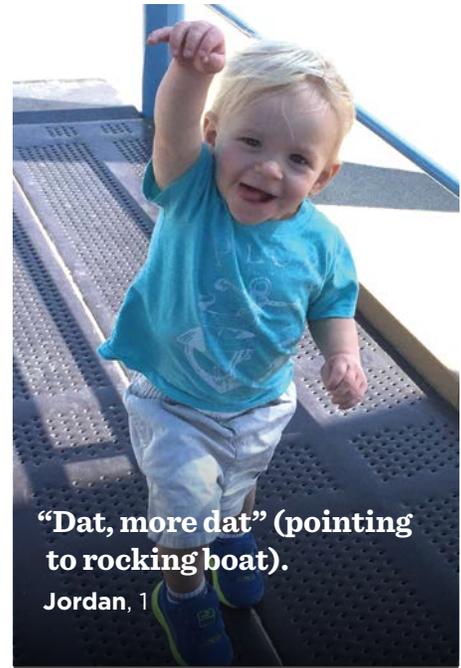
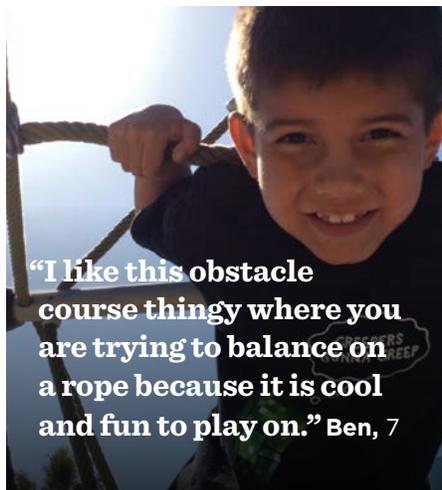
KIDS ON PARKS: THE PLAYGROUND REVIEW



How many of Santa Monica's 27 parks have you explored? We talked to some local playground experts to find out what they think are the highlights at two of them.

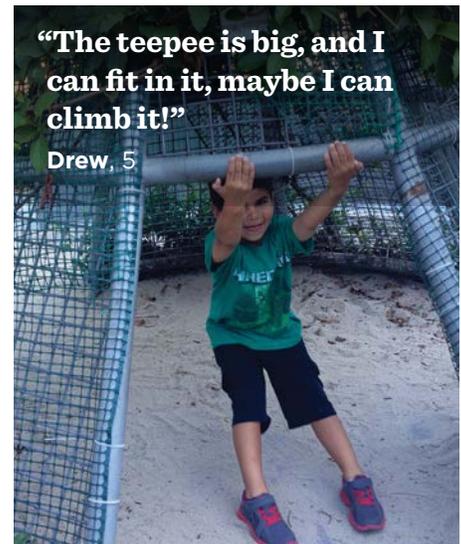
South Beach Playground

(Universally Accessible Playground for kids of all abilities), 2600 Barnard Way at Ashland Ave



Reed Park

7th Street and Wilshire



Is your child a park expert? Share a photo and their opinion on a favorite Santa Monica park and they could be featured in the next Seascope! Please send photo and quote to seascope@smgov.net.