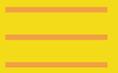


TWENTY *Years*

SUSTAINABLE CITY PLAN
1994–2014

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LOOK HOW FAR WE'VE COME!

Sustainable City Plan Marks 20th Anniversary

Every time you grab your reusable bags when you head to the grocery store, or recycle, or choose to pedal instead of drive ... you are living the “Sustainable Santa Monica” lifestyle.

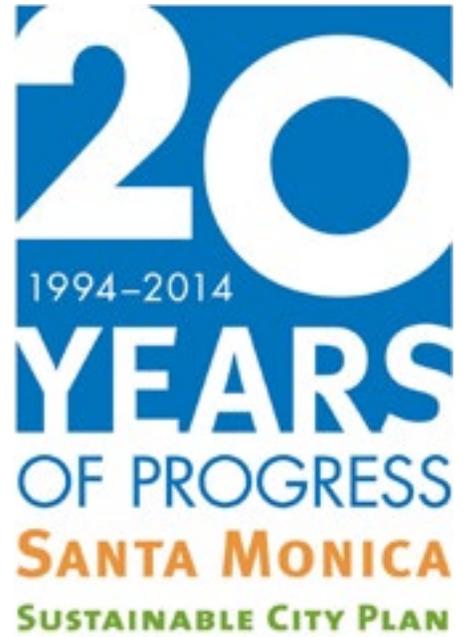
Just as so many city residents have found ways to incorporate “being green” into daily living, the City of Santa Monica has also found many effective means of integrating sustainability into how it conducts its business.

The results are dramatic: a cleaner beach and bay, bike- and pedestrian-friendly streets, a recovered drinking water aquifer with a plan in place to achieve water self-sufficiency, a plan for becoming a zero-waste community, notable

advances in green building and solar projects, and a push toward food Sustainability and strengthening our local economy.

This year, the City of Santa Monica celebrates 20 years of planning, preparing and commitment to the community’s long-term viability through the Sustainable City Plan (SCP). Through two decades of plain hard work, Santa Monica has matured into an internationally recognized leader in community sustainability.

The SCP has helped the city broaden its range of environmental activities and aspirations, providing benchmarks to measure progress along the way. The SCP has encouraged the community to reach higher, stretch wider and dream bigger—to ensure that future generations of Santa Monicans will have the resources they need to thrive.



We’re rightfully proud of what has been accomplished since 1994, and we look forward to new opportunities to demonstrate the passion that this community has for the environment and for the future through continued leadership and innovation in sustainability. You’re invited to take part in this milestone celebration—see the calendar at right, and visit www.sustainable-sm.org for details about the many events occurring around the city during the month of September.

sus-tain-a-ble

adjective

- : involving methods that do not completely use up or destroy natural resources
- : able to last or continue for a long time

“The guiding principle of the Sustainable City Plan is that both individuals and communities can meet their current needs without compromising the ability of future generations to do the same.”





Sustainability
» HIGHLIGHTS «

SUSTAINABLE CITY PLAN: LOOK HOW FAR WE'VE COME!

WATER WONDERS: Santa Monicans replaced 85,320 square feet of turf and inefficient irrigation, saving 995,676 gallons annually.

SOLAR SUCCESS: Since 2001, Santa Monica residents and businesses have installed over 3.6 megawatts of solar panels.

FOOD FOCUS: Since 2011, sales have increased by 11% at four thriving farmers markets.

COOL CARPOOLS: Businesses with over 50 employees have kept average vehicle ridership at 1.67.

REFUSE REDUCTION: Since 2007, landfilled waste per capita has gone down by 45%.

PEDAL PARKING: Since its inception in 2006, bike valet has parked over 175,000 bikes.

COMMUNITY COMMERCE: Over 700 businesses have joined the Buy Local campaign.

PLENTIFUL PLAY: Santa Monica's park system has grown to 130 acres in 27 parks.

ACCESS FOR ALL: Two handicap-accessible beach walkways were installed using material recycled from 15,000 tires.

LOCAL LEADERSHIP: Over 237 businesses have participated in Sustainable Works' free Business Greening Program. Since 2005, 82 businesses have achieved Green Business Certification.

TOTAL TREES: The number of trees in the city topped 33,472, growing almost 20% since 1990. (No pun intended!)

HOUSING HOPE: Since 1994, the city has maintained an aggregate 38% of affordable residences among all new multifamily residences built.

ENVIRONMENTAL EDUCATION: Since launching in 2000, over 10,000 community members have participated in the free Sustainable Works Community Greening Program.

BIKING IS BIG: Since 2007, peak-period bicycling has increased by 79%.

BE WELL! BUY LOCAL!

Wellbeing Festival, October 18

Come immerse yourself in the Santa Monica lifestyle at the Wellbeing Festival! Presented by the Santa Monica Chamber of Commerce, the City of Santa Monica and the Santa Monica-Malibu Education Foundation, the festival will feature the Buy Local Marketplace. Visitors will enjoy food and crafts, give-a-ways, cooking demonstrations, interactive booths, health education and more. Two stages will boast live performances and exercise classes. Get up to speed on all your mobile devices at "The Seniors Gone Wired" booth or build your own disaster kit with the Santa Monica Red Cross. This free event brings our community together for a fun-filled day while raising awareness about the economic, environmental and community benefits of thinking local first.

For more on the Wellbeing Festival, visit www.smchamber.com/wellbeingbuylocal.



CELEBRATE SUSTAINABILITY MONTH AT THESE SEPTEMBER EVENTS!

ALT CAR EXPO

September 19-20, 10 a.m.-5 p.m.

Civic Center

Come see (and drive!) the latest innovations in clean, alternative transportation. www.altcarexpo.com

HEAL THE BAY COASTAL CLEAN-UP DAY

September 20, 9 a.m.-noon

Hit the beach as part of the largest volunteer day on the planet.



BUY LOCAL WEEK

September 22-28

Local businesses will be offering 10% discounts for eligible donations that will benefit Santa Monica-based nonprofits.

BEYOND SUSTAINABILITY: INNOVATIVE DESIGN IN THE POST-CARBON ERA

September 23, 6:30-8 p.m.

Annenberg Community Beach House, Beach=Culture

Be part of the discussion with leading architects on the future of living and working spaces.

GREEN PRIZE FOR SUSTAINABLE LITERATURE

September 24, 7 p.m.

MLK Auditorium, Main Library

Explore the legacy of famed environmentalist John Muir, the posthumous recipient of this year's Green Prize for Sustainable Literature Pioneer Award.



MOVIE SCREENING: 'FED UP'

September 25, 7:30 p.m.

Aero Theater

Check out this film that the food industry does not want you to see.

COMPOST GIVEAWAY

September 27, 9 a.m.-2 p.m.

City Yards, 2500 Michigan Ave.

Residents have the opportunity to cart away free compost at our Compost Giveaway.



Visit www.sustainablem.org for more events and location details.

SEASCOPE SURVEY: Water-Saving Tips

Have you got a smart tip for saving water that could help out your fellow Santa Monicans? Share the wisdom! Go to www.smgov.net/seascopesurvey to answer online. We will share the best tips in the November/December *Seascope*, and the first 50 people to respond will get a FREE Water EcoKit to help save even more H2O and money!

Fall Season at the Annenberg Community Beach House

- Pool open weekends through September.
- Ana Maria Alvarez and Contratiempo, presenting dance performance *Agua Furioso*: water's connection to family, migration, scarcity and abundance. Performances 9/13 & 9/14.
- *AfterGlow*, photo exhibit of three GLOW festivals, now through 10/26.

Guest Services 310.458.4904 www.annenbergbeachhouse.com



CITY Bike Plan

CITY BIKE PLAN IN HIGH GEAR

If you're an avid cyclist, you've probably noticed it's much easier to get around Santa Monica by bike these days. More than ever, it's clear that the wheels are in motion to transform Santa Monica into a bike-friendly community, one that makes living, visiting and getting around the city a more enjoyable experience.

Since the city's Bike Action Plan was approved nearly three years ago, there are now 45 more miles of new or enhanced bikeways, 1,930 new bicycle-parking spaces and 51% more bicyclists during peak traffic periods. On track for completing its five-year goals, the plan is all about encouraging more people to ride bikes for fun and as an alternative to driving.

“All around the city, improvements continue to spring up to make bicycling safer and more convenient.”

One of the key goals of the plan is to create a complete bicycle system that will double the area of the city in which people can travel without using motorized vehicles and make easy connections to the Expo Line (due to open in 2016).

And in 2015, watch for BikeShare stations throughout the city. At least 350 bicycles will be available at these self-serve facilities—ideal for short trips around town.

Covered by city funds and grants, the Bike Action Plan's efforts have been recognized at the state level this year, winning a sustainability award for Excellence in Active Transportation from the Southern California Association of Governments.



TRY BIKING BACK TO SCHOOL

Take advantage of our abundant sunshine and embrace being active for your back-to-school transportation. Studies show that there are numerous benefits gained from biking or walking to school:

- Students get physical activity every day.
- Kids who are more physically active perform better academically.
- Reduced vehicle traffic leads to community-wide improved air quality.

Bike It! Walk It! days are a community tradition in Santa Monica that encourages families to try walking and bicycling to school. On these days, 50 percent of students take part, providing a respite from the vehicle and parking congestion associated with school trips.

If your child is up for the ride—remember safety first:

- Always wear a helmet.
- Practice riding skills as a family—try using the off-street bike campus at the beach (at Ocean Park Boulevard) to get comfortable.
- Work on skills like starting, stopping, looking over your shoulders and signaling to vehicles.
- Never use headphones or cell phones while riding.

“Studies show that kids who are more physically active perform better academically.”



Kidical Mass community rides celebrate kids' biking and our bike-friendly streets. Next ride is on October 25 (Halloween theme)!

BY THE NUMBERS

33%

Average time saved by commuting on a bicycle instead of in a motor vehicle.

13 lbs.

Average weight loss in the first year of commuting by bicycle.

82

Total bikeway miles in Santa Monica (with more on the way).

TAKE A SUSTAINABLE BIKE TOUR OF SANTA MONICA

Embrace our bike-friendly city and check out the sustainable highlights on this self-guided tour.



START AT THE BIKE CENTER

Begin your tour at the ultimate spot for everything biking—the Santa Monica Bike Center. Here you can rent bikes, get a tune-up or repair or take advantage of the free bike valet service.

STOP 1: JOSLYN PARK

Head east onto Ocean Park and enjoy the “Complete Green Street.” As you pedal over the bright-green painted bike lanes, know that the street has many other green features, including biofilter swales that stop runoff from entering Santa Monica Bay. Turn left onto Beverly, which dead ends at Joslyn Park (633 Kensington Road), and there you can relax and watch the friendly canines frolic in the Herb Katz Dog Park.

STOP 2: GARDEN/GARDEN

Continue down Kensington, turn left on 7th Street and right on Strand to Lincoln Boulevard. Take Lincoln to Pearl, where your next stop is garden/garden (1718 + 1724 Pearl). These adjacent front yards show the differences in water use, maintenance time and overall costs between a traditional garden and a California-friendly garden. Check out www.sustainablesm.org/gardengarden for more.

STOP 3: AIRPORT AVENUE DEMONSTRATION GARDENS

Continue on Pearl to 23rd Street, turn right, then left on Airport Avenue and pedal up to the city’s demonstration gardens (3200 Airport Ave). Like what you see? You can recreate these sustainable designs in your own yard. Download plans and a shopping list at www.sustainablesm.org/landscape.

STOP 4: PICO BRANCH LIBRARY

Head back on northbound 23rd Street, which will take you directly to the new Pico Branch Library at Virginia Avenue Park. This newest member of the Santa Monica Public Library system is certified LEED Platinum and incorporates many sustainable features.

STOP 5: SANTA MONICA PIER

Finish off your day by taking 22nd Street back to Ocean Park and riding west, toward the Bike Campus, a great place to practice bike-handling skills. Then take the beach bike trail to your last stop, the Santa Monica Pier. Once there you can ride the world’s only solar-powered Ferris wheel, stop by the Santa Monica Pier Aquarium and see the Santa Monica Urban Runoff Recycling Facility (SMMURF), a state-of-the-art, first-of-its-kind water recycling plant.



Stop 1:
Joslyn Park



Stop 3:
Airport demonstration gardens



Stop 5:
Santa Monica Pier

Glossary

SHARROWS:

Painted markings on streets, consisting of directional arrows and a bicycle, to indicate that a bicyclist may share or use the full lane (the word comes from combining “share” and “arrow”).

BUFFERS:

Margins on either side of bike lanes, indicated by solid white lines. These margins are safety zones between bicyclists and vehicles: the moving traffic on one side and the opening doors of parked cars on the other side.

POSITIONING CUES:

Street markings to guide bicyclists safely through traffic, especially at intersections and shared lanes.

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.

SHARE YOUR THOUGHTS ON BBB EXPO CHANGES The Big Blue Bus is proposing changes with the launch of Expo Light Rail service early in 2016. Potential modifications include improving north-south connectivity, creating a denser grid of services and providing service based on demand. Share your input at www.expo.bigbluebus.com.

SUBSCRIBE TO THE PALETTE Did you know Cultural Affairs sends out a weekly email highlighting cultural events in Santa Monica? To sign up, visit www.smgov.net/arts, click on ‘Palette’ then on ‘Sign Up.’

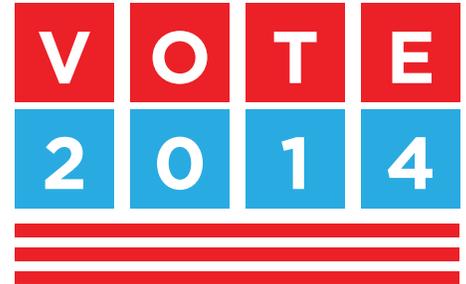
CLUB 1527—THE SPOT FOR SENIORS Are you an older adult looking to stay active, intellectual and healthy? Check out Club 1527 at the Ken Edwards Center. More than 650 local seniors already have, and are enjoying the benefits of membership, including exercise classes (Tai Chi, Pilates, tap dancing, Zumba Gold), cultural enrichment programming and educational/fun excursions. Join now at www.wiseandhealthyaging.org/club-1527.

SANTA MONICA ROCKS THE VOTE!

As the November 4 general election nears, CityTV and the League of Women Voters of Santa Monica are getting ready to provide Santa Monicans with comprehensive televised election coverage. Beginning in early October, television and web viewers will have the opportunity to learn what local incumbents and new candidates think about issues that matter most in Santa Monica—transportation, homelessness, education, and more. Plus, on two consecutive Mondays, October 20 and 27, we’ll air live debates between Council candidates.

In conjunction with CityTV’s efforts, the “Santa Monica Votes” website is back in action at www.smvote.org to offer more in-depth information.

So don’t miss out! Whether you catch CityTV’s coverage or surf over to www.smvote.org, we’ve got your election needs covered. CityTV airs on Time Warner Cable and Verizon Fios channel 16, digital broadcast channels 20.2 and 25.2, and online at www.citytv.org.



Television and web viewers will have the opportunity to learn what candidates think about issues that matter most in Santa Monica.



NOVEMBER 2014 ELECTION CALENDAR

September 8 to October 21
Filing period for write-in candidates

October 20
Last day to register to vote before election

October 6 to 28
Application period for vote by mail ballots

November 4
Election Day





FlyAway® provides another option for getting to LAX

CATCHING A FLIGHT OUT OF LAX JUST GOT A WHOLE LOT EASIER

Next time you need to hop a flight out of town, make your first stop the Santa Monica Civic Center! You can now catch the FlyAway® bus at 1875 Main Street, just north of Pico Boulevard, and ride to and from Los Angeles International Airport for just \$8 one-way (no reservation required). The FlyAway® bus departs both locations 15 minutes before the hour, from 5:45 a.m. to 11:45 p.m.

This new service will also benefit visitors to our city. With the drop-off point near the beach, pier, Ocean Avenue hotels and the future Expo terminus, tourists will be able to easily reach Downtown Santa Monica, and then use public transportation, bike or walk for the duration of their visit.

Visit www.lawa.org and click on “LAX” to learn more about the FlyAway®.



CATCH A FREE RIDE

There's a new ride in town! Santa Monica Convention & Visitors Bureau (SMCVB) has partnered with Santa Monica Free Ride and local hoteliers to launch the Santa Monica Shuttle, a free hotel-sponsored service that can transport both visitors and residents throughout Downtown Santa Monica, to the Santa Monica Pier, Main Street and Montana Avenue. The Santa Monica Shuttle is a fun and eco-friendly service that reduces parking and traffic while promoting local businesses.

What you should know when you ride:

- The Santa Monica Shuttle consists of three electric vehicles wrapped with a “Welcome to Santa Monica” message.
- As with Santa Monica Free Ride’s existing service of electric vehicles, the Santa Monica Shuttle is not just for visitors. Any pedestrian can flag down an unoccupied vehicle to be transported within the service area.
- The service runs seven days a week from 11:30 a.m. until at least 8 p.m. (later on weekends and for special events).



It's FREE!

CONSTRUCTION COORDINATION IN THE CITY: IT'S A BALANCING ACT!

Santa Monica is a beehive of activity on most days of the week, with sunseekers, sports and recreation enthusiasts, Third Street Promenade, Main Street and Montana Avenue strollers and shoppers, and thousands of workers and students all converging on this 8.3-square-mile piece of coastal heaven from sun-up to beyond sundown. Add to this the current and pending construction projects, including Expo Light Rail, paving and utility upgrades, California Incline replacement, Colorado Esplanade, City of LA sewer work on the Pacific Coast Highway, and various housing and commercial developments ... and you've got yourself a major mobility challenge!

That's where the City of Santa Monica's "Be Excited! Be Prepared" (BEBP) coordination comes into play. The BEBP team is comprised of staff from numerous city departments and divisions, including the City Manager's Office, transportation management, engineering, architecture, planning, police, fire, Big Blue Bus, resource recovery and recycling, and street services. While these team members can't magically eliminate the physical impacts that accompany major (and even minor) construction projects, they are focused on minimizing disruptions to daily life while still ensuring that the work gets done—and that's the balancing act.



With regular and rigorous evaluation of current and future projects, team members look at each planned project and its context with a critical eye, reviewing potential approaches to and needs for mitigation: What other projects may be in the same vicinity during the same time? Will vehicular, bicycle or pedestrian traffic be affected? What is the contractor's proposed traffic management plan—and is it adequate? If a street is impacted, is it a low- or high-volume street? Is the work adjacent to residents or businesses? What time of day or night would the work be least

disruptive? Will trash pick-up or bus routes and stops be affected? Are there special events coming up that need to be accommodated?

The answers to these questions are key pieces to the puzzle that inform the city's construction planning and coordination activities, and have led to a dynamic public outreach program utilizing the web, social media, interactive online maps, community meetings and more. Visit www.smconstructs.org to learn more. And be sure to sign up at www.smalerts.net for weekly updates!



The city has established a dynamic outreach program utilizing the web, social media, interactive online maps, community meetings and more to keep the public informed about the host of construction activities occurring in Santa Monica.



Rosie's Girls being filmed with NBC's TODAY show anchor, Maria Shriver



During the TODAY interview, the girls discussed issues such as gender roles, body image and social pressure.



Campers shared their techniques and mad skills in the trades with novice Shriver.



Shriver decked out in Rosie's Girls gear!

ROSIE'S GIRLS FEATURED ON 'TODAY'

It started as a typical Tuesday morning for Rosie's Girls. The campers showed up at Stewart Park, chatted with friends, played team-building games, and hung out on the grass waiting for the day to start. But this Tuesday was different: In addition to their usual friends and counselors, they also welcomed a seven-person TV crew from NBC's TODAY show and anchor Maria Shriver.

Shriver put the national spotlight on Rosie's Girls, a camp for middle-school girls (named after the World War II icon, Rosie the Riveter) that builds self-esteem, leadership and confidence through non-traditional activities. Donning the mandated blue jumpsuit and custom-lettered Rosie's Girls hard hat, Shriver was put through the paces, with the girls teaching her how to weld, use power saws and conduct firefighting drills.

There are eight Rosie's Girls camps nationwide. Santa Monica's program is unique because the camp is run and funded by the city. Nearly all city departments spend time with the girls. The Rosie's Girls clubhouse is at the city's maintenance yards, where the girls get to use power tools and even rappel down a five-story tower at the on-site fire training facility. Other stops include taping their own show at CityTV, surfing, sailing, learning self-defense with the Police Department, and performing a community service project. This year, the girls designed seed packets for distribution at Santa Monica Community Gardens.

For more information on Rosie's Girls camps or to apply for a future session, please visit www.smgov.net/rosiesgirls.



SANTA MONICA-MALIBU UNIFIED SCHOOL DISTRICT

NEW LOOK FOR THE SANTA MONICA-MALIBU SCHOOL DISTRICT

After a nearly year-long effort involving the community in the design and development of a fresh graphic identity, the Santa Monica-Malibu Unified School District has unveiled its new logo! The progressive design reflects a new branding strategy that will communicate the district’s core values: diversity; arts and academics; whole child; and community, collaboration, forward-thinking, and engagement.

Following the call for public submissions last September, a volunteer panel of graphic design experts was established to judge and refine the initial concepts. The logo concept that inspired the final design was submitted by Lawrence Gendron Design. Terry P. Graboski of Beck & Graboski Design Office refined the design to produce the final logo.

TEEN CENTER ARTS EXPAND MINDS AND LIVES

For young people (and even for adults), life can be difficult if they’re not allowed to make mistakes and try again—and again—at something new before finally succeeding, whether it’s in the classroom, on the sports field, or at a music or art lesson. And it can be downright boring if we’re not allowed to occasionally let our hair down and act a little goofy with friends and family. The Virginia Avenue Park (VAP) Teen Center offers activities that allow young people to loosen up and explore aspects of their personality they may not even know exist—the imaginative and creative side that may be hidden under layers of apprehension.

Involvement in the arts is an unparalleled means for young people to develop the confidence, resiliency and self-respect that is essential to healthy participation in society. The relationship-building that occurs among teens while enjoying art activities with their peers—making a duct-tape wallet, for example!—is reminiscent of their elementary school days, when “recess” from classroom activities unleashed kids’ pent-up energy and gave them permission to have fun. The freedom of expression that recess helps to encourage in young children is comparable to the experience of teenagers engaging in art activities.

At the VAP Teen Center, kids get to explore their creativity and learn to appreciate the uniqueness of themselves and others. We invite you to learn more about the wide variety of programs we offer by visiting www.smgov.net/vapark.



VIRGINIA AVENUE PARK

2200 Virginia Ave. | www.smgov.net/vapark | 310.458.8688



SAFE ROUTES FOR SAMOHI

Samohi is back in session—and it’s time to make plans for getting there and getting home safely. Here are some easy ways to make the trip.

- Consider taking the Big Blue Bus. Many bus lines stop at, or about a block away from, the campus. Schedules, maps and fare options for students can be found at www.bigbluebus.com.
- Wake up and get your heart pumping by riding your bike, skateboarding or walking to school. Find some friends to join you and catch up on your way—you won’t even notice you’re getting exercise, too.
- Keep an eye out for more bike and skateboard racks coming soon, thanks to a Safe Routes to School grant. The grant includes improvements to access at 7th and Michigan. Construction will begin later this fall. Keep up with our progress at www.santamonicasaferoutes.org.
- Driving to Samohi can be challenging, but planning ahead can help. Drop-off locations are on 4th Street, along Olympic Drive and along 7th Street at both the corner of Michigan and a little further south. Carpooling is a good option if you are not able to bus, bike or walk. Parking is available at the nearby Civic Center Structure.

LET PAL BECOME YOUR SCHOOL-YEAR PAL!



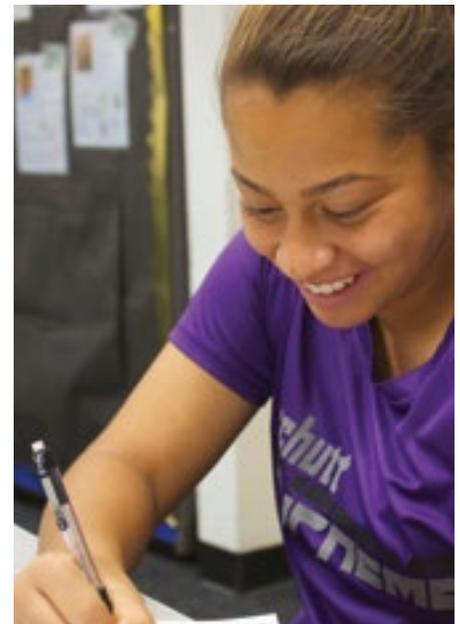
‘Tis the season for families to be rushing about in the quest to purchase school supplies, clothes and other “necessaries” for school. Once students are back in the classroom, PAL can lend a hand to ensure their educational success with its homework assistance program, computer lab and college prep and financial aid workshops.

Students from 6 to 17 can get help during the school year in PAL’s free Homework Assistance Program, offered Monday through Thursday from 2 to 8:30 p.m. It provides a quiet, safe environment in which to do homework using SMMUSD-provided textbooks for middle- and high-school students, supplies, a computer

lab and one-on-one tutoring from PAL staff and volunteers. On Friday of each week, PAL becomes a place to kick back, relax and play games with friends.

Older high school students with dreams of college can do more than dream by participating in PAL’s year-round college prep program, which includes visits to campuses across the state, workshops on financial aid designed for parents and students, and SAT-preparation classes. All of these opportunities are available at no charge to students who live in Santa Monica and/or attend a school here.

Visit PAL on-line or at Memorial Park and let us show you what we can do to make this your best school year yet!



PAL YOUTH CENTER AT MEMORIAL PARK

1401 Olympic Blvd. | www.smgov.net/pal | 310.458.8988

Mon-Fri noon-10 p.m. • Sat noon-6 p.m.

C E L E B R A T I N G

50 YEARS

OF OPCC



“They are helping me take the steps to get my life back on track!”
Pepper, OPCC client



“OPCC has helped me feel free again.”
Art, OPCC client



“I have a better outlook on life for myself and my children.”
Adrianne, OPCC client

NEIGHBORS HELPING NEIGHBORS

Proving the Power of Working Together

For most of us, each new day brings with it a modicum of certainty: the knowledge that we can easily satisfy the noontime growl in our stomachs, or the need for a 4 p.m. cup of coffee; the ability to easily get ourselves and our families to and from school, work, the gym or sports practices; and the peace of mind that comes from knowing that a comfortable bed awaits us at the end of the day.

For many men, women, children, and families, another kind of certainty defines their reality—one that is characterized by scarcity, struggle and despair. That’s where OPCC comes in. As the largest and most comprehensive homeless and social service provider in Santa Monica, it is able to offer housing and supportive

programs that empower clients to rebuild their lives.

With its wide range of services and innovative programs, OPCC helps those dealing with homelessness, mental illness, domestic violence, addictions, joblessness, health issues and more. This fall, we are simultaneously celebrating 50 years of OPCC and the thousands of adults and youth who have utilized its services and ultimately improved their lives.

As a community that shows compassion for others, Santa Monica has met many challenges by powering organizations like OPCC, with passionate volunteers, generous donations and shared resources. OPCC was built on the idea of neighbors helping neighbors.

“OPCC is the largest and most comprehensive homeless and social service provider in Santa Monica.”

DECREASE IN NUMBER OF HOMELESS IN SANTA MONICA

	2013	2014	VARIANCE 2013-2014
Street Count - Individuals	316	289	-9%
Street Count - Cars & Encampments (counted as individuals)	64	57	-11%
Shelter/Institution Year-Round Beds	400	396	-1%
Total	780	742	-5%

THE HOMELESS LIAISON PROGRAM (HLP) TEAM

Nearly 20 years ago, a Santa Monica police officer had an idea: “With so many homeless individuals in Santa Monica, we should have officers assigned to work with them.” That is how the Homeless Liaison Program (HLP) Team was born. Today, the HLP Team is a special group of six officers and one sergeant who play a vital role, working with countless organizations to make sure the homeless in Santa Monica are on the road to stability.

One of the most critical functions of this special unit is initial outreach. Each day, members of the HLP Team are connecting with homeless individuals in our city, managing the cases of those with whom they have an established relationship, and making sure those who are in need of medical help are connected to the proper services.

Like OPCC, the HLP Team is just one of many cogs in the well-oiled machine that works tirelessly to help the homeless in Santa Monica.



Story OF SUCCESS

Same Street,
Different Circumstances



Glenn Clark once walked down Pico Boulevard with his four kids by his side, keys to his condo in his pocket and the confidence of a man who had spent the last nine years as a member of LAPD's SWAT Team. But then things changed. When OPCC met Glenn, he walked down Pico Boulevard as a homeless man with a drug and alcohol problem and no desire to live.

"I had reached a point in my homelessness and alcohol and substance abuse where I was at the end, I didn't feel like there were any options for me," he recalls. Glenn had spent years with the LAPD solving other people's problems and now was in dire need of help with his own. And it was OPCC that gave Glenn the stability that he so desperately needed. "I got involved cleaning the kitchen at Samoshel (run by OPCC). What they taught me at OPCC was no matter what you do, be the best at it. So I wasn't satisfied until that kitchen was squeaky clean, I took pride in it." It was that small chore, combined with the pride Glenn felt, that restored stability and meaning to his life.

Now, at nearly 62 years old, Glenn works as a crew member at Trader Joe's on Pico Boulevard and has a great relationship with his family. And part of Glenn's responsibilities at Trader Joe's is to drop off unused perishable items at OPCC.

In this way, Glenn is giving back to the organization that helped him turn his life around and sharing a story of hope and inspiration with those on their way to becoming the next OPCC story of success.



OCTOBER 30, 2014
7:30-9:30 a.m.

FAIRMONT MIRAMAR HOTEL & BUNGALOWS

Call **310.314.0071**
for information and reservations.

Celebrate individuals who have overcome homelessness with the support of the Westside Shelter & Hunger Coalition.

TOP FIVE MYTHS OF HOMELESSNESS

MYTH 1: PEOPLE ARE HOMELESS BECAUSE THEY WANT TO BE.

Truth: The loss of a job, the death of a spouse who was the primary income earner, domestic violence, physical or mental illness and addiction all contribute to homelessness. Every situation is unique and nobody prefers sleeping on the street to a safe, comfortable home.

MYTH 2: HOMELESS SERVICES ARE AN UNNECESSARY EXPENSE AND MORE COSTLY THAN DOING NOTHING.

Truth: The cost of providing appropriate services, such as healthcare, substance abuse treatment, domestic violence intervention and employment training, are significantly cheaper than the cost of police and paramedic services where most homeless people end up when we “do nothing.”



Cost of services* in Los Angeles:

- **\$1,474 per day for a hospital bed**
- **\$64 per day for one person in jail**
- **\$30 to provide supportive housing**



* According to a study published by the Lewin Group

MYTH 3: THE ISSUE OF HOMELESSNESS IS TOO BIG FOR US TO MAKE A DIFFERENCE.

Truth: The city’s annual homeless count shows that the number of homeless people has decreased, thanks to efforts by the city and community to invest in nonprofit programs. Supporting local agencies through volunteering, in-kind donations and financial support will help keep the numbers declining.

MYTH 4: BECAUSE OF ALL THE HOMELESS SERVICES IN OUR CITY, SANTA MONICA IS A MAGNET FOR HOMELESS PEOPLE.

Truth: The beach areas can seem much more inviting to those without shelter because of the weather and safety. If the homeless services went away, there would still be people in need of help, with nobody to give it to them.

MYTH 5: THE BEST USE OF MY MONETARY DONATION IS TO GIVE IT TO A PANHANDLER.

Truth: It’s recommended to give funds to an organization so you will have more accountability for how the funds are spent. The best thing to do when asked for money is to make eye contact and acknowledge the person, whether or not you choose to give. People who are homeless start to feel invisible and the simple act of acknowledging them as you walk by is significant.

RESOURCES: LOCAL SERVICE PROVIDERS

The following nonprofit service providers work with individuals and families in our community who are homeless or at risk of becoming homeless.

Chrysalis - Helps low-income and homeless residents remove barriers to employment.
1853 Lincoln Boulevard
Santa Monica 90404 - 310.401.9400
www.changelives.org

CLARE Foundation, Inc. - Provides residential and outpatient support to people seeking recovery from alcohol and substance abuse.
909 Pico Boulevard
Santa Monica 90405 - 310.314.6200
www.clarefoundation.org

Legal Aid Foundation of Los Angeles
- Provides a full range of legal services to low-income residents.
1640 5th Street, Suite 124
Santa Monica 90401 - 310.899.6200
www.lafla.org

Meals On Wheels West - Provides home-delivered meals to house-bound seniors and people with disabilities.
1823-A Michigan Avenue
Santa Monica 90404 - 310.394.5133
www.mealsonwheelswest.org

New Directions - Offers services for homeless military veterans in LA County.
11303 Wilshire Boulevard, VA Bldg. 116
Los Angeles 90073 - 310.914.5966
www.newdirectionsinc.org

OPCC - This network of housing and service providers assists low-income, homeless and at-risk youth, adults and families, battered women and their children, and people living with mental illness.
Access Center (meal services)
503 Olympic Blvd., Santa Monica 90401
Homeless Services - 310.450.4050
Domestic Violence - Services 310.264.6644
www.opcc.net

St. Joseph Center - Helps homeless men and women, as well as working poor families.
204 Hampton Drive
Venice 90291 - 310.396.6468
www.stjosephctr.org

RESOURCES

CONTINUED FROM PREVIOUS PAGE

Step Up On Second - Helps homeless individuals with severe and persistent mental illness.
1328 Second Street
Santa Monica 90401- 310.394.6889
www.stepuponsecond.org

Upward Bound House - Works to eliminate homelessness among families with children.
1104 Washington Avenue
Santa Monica 90403 - 310.458.7779
www.upwardboundhouse.org

Venice Family Clinic - Provides free, quality health care to people in need including homeless and low-income individuals.
Simms/Mann Health and Wellness Center,
2509 Pico Boulevard
Santa Monica 90405 - 310.392.8636
www.venicefamilyclinic.org

Westside Center for Independent Living - This non-residential service center is dedicated to enhancing the quality of life for persons with disabilities.
1527 4th Street
Santa Monica 90401 - 310.394.9871 ext. 420
www.wcil.org

Westside Food Bank - Provides food to local food pantries.
1710 22nd Street
Santa Monica 90404 - 310.828.6016
www.westsidefoodbankca.org

WISE and Healthy Aging - Offers services for seniors, including peer counseling, in-home services/care management, transportation, and an adult day service center.
1527 4th Street, 2nd Floor
Santa Monica 90401 - 310.394.9871
www.wiseandhealthyaging.org

A WHOLE LOTTA SHAKIN' GOING ON—THE GREAT CALIFORNIA SHAKEOUT

At 10:16 a.m. on Thursday, October 16, 2014, millions of Californians will “Drop, Cover, and Hold On” in The Great California ShakeOut, expected to be the state’s largest earthquake drill ever! Why is a drill so important? To respond quickly you must practice often. You may have only seconds to protect yourself in an earthquake before strong shaking knocks you down, or something falls on you.



Studies indicate that you are much more likely to be injured in a U.S. earthquake by falling or flying objects (TVs, lamps, bookcases, etc.) than to die in a collapsed building. Drop, Cover, and Hold On offers the best protection in most situations.

GET PREPARED FOR EARTHQUAKES

- Do a “hazard hunt” for items that might fall during earthquakes and secure them.
- Create a disaster plan.
- Organize or refresh your emergency supply kits.
- Get trained to help in an emergency by joining the Community Emergency Response Team (CERT): www.smgov.net/cert.
- Sign up for SM Alerts to get emergency information at www.smalerts.net.
- Participate in the ShakeOut—visit www.shakeout.org/california.



CALENDAR

MILES ART FESTIVAL Enjoy music, art workshops, family fun, dancing and food trucks at the Miles Art Festival in Reed Park, Saturday, September 20, from noon to 10 p.m. For more information on this fun and free event, visit www.milesplayhouse.org and click on NOW PLAYING.



HELP PLAN THE FUTURE OF THE SANTA MONICA CIVIC AUDITORIUM!

Come to the community workshop on Saturday, September 27, from 8:30 a.m. to 1:15 p.m. at the East Wing.

SOMETHING FISHY IS GOING ON AT THE AQUARIUM

the weekend of October 25-26! Glow-in-the-dark fun in the mad scientists' lab, spine-tingling talks about creatures of the deep, craft supplies to make Dias de Los Muertos masks and a ghoulish parade around the Pier. Get all the spooky details at www.healthebay.org/get-involved/events.

EXPLORE THE TRADITIONS AROUND DIAS DE LOS MUERTOS,

the Mexican holiday where family and friends gather to honor and remember loved ones that have passed. On Saturday and Sunday, November 1-2, a variety of events will take place around the city, including the installation of altars at Café Bolivar & Gallery, Virginia Avenue Park and Edison Language Academy; performances and art works at Highways Performance Space and the Roberts Art Gallery at Santa Monica High School; and special events at the Pico Youth & Family Center and Woodlawn Cemetery. For more information, visit www.smgov.net/dia.

S.T.E.A.M. MACHINES LA's annual Rube Goldberg Machine Contest and an exhibition of Science, Technology, Engineering, Arts, and Math (also known as S.T.E.A.M.), take over the eastern half of the Santa Monica Pier deck for a fun-filled day of innovation and art on Saturday, November 15. This event is free and presented by Heal The Bay and Time Warner Cable's Connect a Million Minds initiative.

Find out more at www.healthebay.org/event/steam-machines-santa-monica-pier.



AFFORDABLE HOUSING AND CITY PARKS: A WIN-WIN FOR SANTA MONICA!

Santa Monica's commitment to the preservation and production of affordable housing for low- and moderate-income residents paid some unusual dividends this summer with the announcement of a \$2.139 million state grant from the California Department of Housing and Community Development's (HCD) "Housing-Related Parks Program," to fund construction of a park near the new Expo Light Rail line.

Construction of the 2.3-acre linear park on Exposition Boulevard, south of Stewart Street, is expected to begin in the summer of 2015. Benefiting from community input on both its design and functionality, the so-called "Buffer Park" will not only shield the adjacent neighborhood from an Expo maintenance yard, it will offer a variety of spaces for picnicking, exercising, children's play, demonstration gardens and group gatherings. The City Council will select the park's final name from community suggestions.

For more information, please contact the Community & Cultural Services Department at ccs@smgov.net, or the Housing & Economic Development Department at hed@smgov.net.



SANTA MONICA FARMERS MARKET

CHILES STUFFED WITH POMEGRANATE SALAD



Photo by Jodi Low

INGREDIENTS

- 4 fresh Poblano chiles (3 to 4 oz. each)
- 5 tablespoons orange juice
- ¼ cup lime juice
- 1 firm-ripe avocado (about 10 oz.)
- 1 to 2 teaspoon minced fresh jalapeño chile
- 1/3 cup chopped green onions
- 1/3 cup chopped fresh cilantro
- 1 cup pomegranate seeds
- Salt
- ¼ cup crumbled cotija or feta cheese

INSTRUCTIONS

In a 10- by 15-inch pan, broil Poblano chiles 4 to 6 inches from heat, turning as needed, until skins blister and blacken all over, 15 to 20 minutes. When chiles are cool enough to touch, gently pull off and discard skin. Cut a lengthwise slit through one side of each chile. Gently scoop out and discard seeds and veins; leave stems on chiles.

In a bowl, mix orange juice and lime juice.

Peel and pit avocado. Cut into 1/4- to 1/2-inch chunks and add to bowl. Add jalapeño chile, green onions, cilantro, and pomegranate seeds. Stir gently to mix salad. Add salt to taste.

Lay chiles on plates, slit side up. Spoon equal amounts of salad into each chile; some of the salad will overflow. Sprinkle cotija cheese evenly over stuffed chiles.

Wednesday-Downtown
Arizona Ave & 2nd St.
8:30 a.m.-1:30 p.m.

Saturday-Downtown
Arizona Ave & 3rd St.
8:30 a.m.-1:00 p.m.

Saturday-Pico Market
2200 Virginia Ave.
8:00 a.m.-1:00 p.m.

Sunday-Main Street
2640 Main Street
9:30 a.m.-1:00 p.m.

SANTA MONICA FARMERS MARKETS
10TH ANNUAL
CHILE ROAST



Join us for a southwest-style chile roast!

Take these delicious chiles home and whip up something tasty or freeze them to use later.

Every Saturday in September at the Pico Farmers Market in Virginia Avenue Park.

9 a.m.-'til the chiles are gone.

MAKE YOUR OWN LAVENDER HANGING SACHET

The crafting experts at 1450 Ocean are always creating and experimenting. Here is a simple and fragrant craft you can try at home!



1. To make your own lavender sachet to keep your closet smelling good, start with a bunch of very fresh, moist stems of lavender from your yard or local farmer's market (we got a bunch from the Wednesday Santa Monica market!). Choose stems that are at least four inches long and have a nice bunch of tight florets at the top. Make sure your bunch is an odd number of stems.
2. Take 1-2 yards of thin ribbon (the thicker the ribbon, the faster the project, but don't go beyond 1 cm wide) and tie the stems together, just under the flowers, with a tie that leaves most of the length of the ribbon on one side.
3. Bend the stems back and over the flowers to form a round "cage." Then take the long part of the ribbon and start to weave it under and over the stems. Keep going round and round, past the flower portion and into the stick portion a little bit, pulling it tight as you go.
4. When you're satisfied with the result, tie-off the ribbon and add a loop so you can hang it around the neck of a clothes hanger! Wait a few days before putting against fabric as the wet stems may stain.

Learn to do more fun projects at 1450 Ocean, the new art and community center providing arts, crafts and movement classes for adults in the Camera Obscura building. Every second Saturday, enjoy the free Craft Lounge where you can share ideas and work on whatever projects you have in the works. Check out www.smgov.net/1450Ocean, call 310-458-2239 or email communityclasses@smgov.net for more information.



Step 1:
Get some lavender
and ribbon



Step 2:
Tie stems together



Step 3:
Time to weave

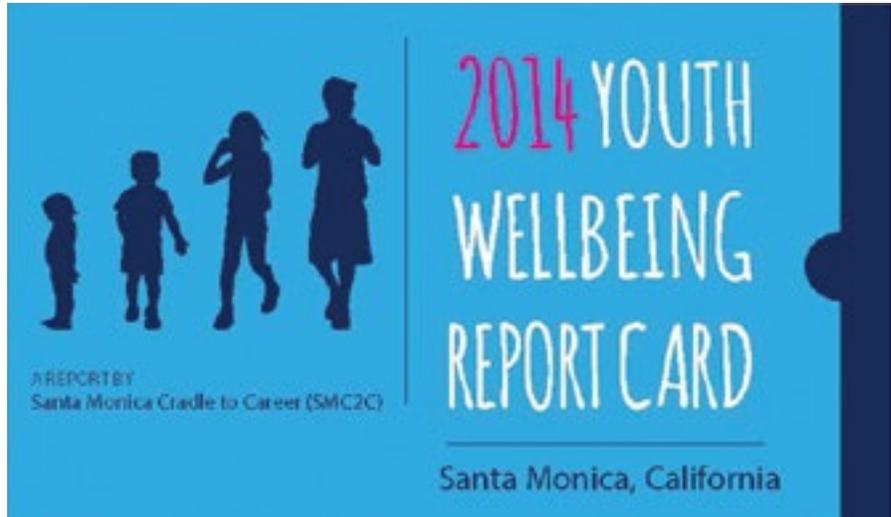


Step 4:
Finished product

NEW FOR 2014: YOUTH WELLBEING REPORT CARD, SERVICES FINDER NOW ONLINE

For parents, students and teachers, the start of a new school year is a time of hope, wonder and excitement. It can also be a time of worry: How will our children do this year? Do they have the support they need to succeed? Where can I go for help? Santa Monica's Cradle to Career Group (SMC2C)—a collaboration of the City of Santa Monica, the Santa Monica-Malibu Unified School District, Santa Monica College, and community partners—believes that working together is the key to our children's success.

Santa Monica's Youth Wellbeing Report Card, produced by SMC2C, is the first step toward achieving that success. By taking an objective look at how our children are doing in key areas—Learning and School Achievement; Physical Health and Development; Social Skills and Confidence; and Emotional Maturity and Mental Health—the report card helps in tracking improvement over time and identifying areas of concern.



This year, SMC2C unveiled two exciting online resources along with the report card: an interactive version of the report card and a services finder. The online report card gives users the ability to visualize the findings in new ways, as well as to drill down into the data. The services finder connects data with action, making it easy to find appropriate

services and resources for children and families in Santa Monica.

The 2014 Youth Wellbeing Report Card, the online services finder, and the interactive data visualization tool can all be found at www.santamonicyouth.net.

SEASCAPES PAST

This 1943 photograph shows Santa Monica Mayor Leonard Murray (third from left) with a group of uniformed service members promoting enlistment in the WAVES. WAVES, the acronym for Women Accepted for Volunteer Emergency Service, was a naval unit created in 1942 to address the country's wartime needs. Within a year of its creation, some 27,000 women wore the WAVES uniform. Where women once held mainly secretarial and clerical jobs in industry, thousands of pioneering WAVES took on previously atypical duties, including providing medical, scientific and technological services.



Image courtesy of the Tiffani Righero Collection, Santa Monica Public Library Image Archives.



Hoopladigital.com

Have a Santa Monica Library card? Then you have your ticket to Hoopla!

Online and Mobile Access to Free Movies, TV Shows, Music and Audiobooks

LEARNING AND GROWING TOGETHER

Vital Partnership Making a Difference for Parents and Kids



Children enjoy story time

On a typical afternoon at a Community Corporation of Santa Monica (CCSM) property, children and parents gather together in the sunshine. For the kids, this is a fun time to munch on healthy snacks, listen to stories and play with friends. For the parents, it's an opportunity to connect and share information with other parents, receive guidance and information from early childhood development professionals, and learn how to trust their own abilities as new parents.

The Early Childhood Parenting Center (ECPC) provides three "parent and me" groups at CCSM properties. This important partnership began when CCSM found that a high number of households with children under

the age of five reported difficulties accessing full-time childcare and/or early education options due to a wide range of barriers, including a lack of transportation and money. The difference this program is making in participants' lives is priceless. One parent shared, "Thank you from the bottom of my heart for all that ECPC has done to help both me and my

daughter grow. I am grateful for the consistent guidance and support the group leaders provide. I am grateful and more prepared for her journey into preschool."

For more information on CCSM and ECPC, please visit www.communitycorp.org and www.ecpcla.org.



“Thank you from the bottom of my heart for all that ECPC has done to help both me and my daughter grow.”



GET THE SMARTEST CARD: A SANTA MONICA PUBLIC LIBRARY CARD

Whether you're a job seeker, a student heading back to school, or someone looking for some free entertainment, Santa Monica Public Library is here to help. All you need to do is sign up for what will be the smartest card in your wallet—a library card! September is Library Card Sign-up Month. Join us in celebrating by visiting one of Santa Monica's great libraries, including the new Pico Branch in Virginia Avenue Park, to get your card.

Your SMPL card does more than just check out books; with a card, you can also:

- Use the internet for up to two hours at any one of five library locations (for FREE).
- Borrow up to 50 items, including DVDs, music CDs, audiobooks, and back issues of magazines (for FREE).
- Borrow eBooks and eAudiobooks (for FREE).
- Access magazine, newspaper and reference databases on your computer, tablet or smartphone (for FREE).
- Stream popular movies and music (for FREE).
- Check out study rooms at the Main Library and Pico Branch (for FREE).

Every Santa Monica resident—babies, kids, teens, adults, seniors—can get a library card for FREE! Starting September 1, when you apply for your card, you will also be

entered into a drawing for a free iPad Mini. What are you waiting for?

For more information on the small but powerful library card, visit www.smpl.org or call 310.458.8600.



SANTA MONICA PUBLIC LIBRARY INFORMATION

Main Library: 601 Santa Monica Blvd.
310.458.8600

Fairview Branch: 2101 Ocean Park Blvd.
310.458.8681

Montana Avenue: 1704 Montana Ave.
310.458.8682

Ocean Park Branch: 2601 Main St.
310.458.8683

Pico Branch: 2201 Pico Blvd.
310.458.8684

Library Hours

Main Library: Mon–Thu 10 a.m.–9 p.m.
Fri/Sat 10 a.m.–5:30 p.m. | Sun 1–5 p.m.

Branches: Mon–Thu noon–9 p.m.
Fri noon–5:30 p.m. | Sat 10 a.m.–5:30 p.m.
Closed on Sundays

Big Blue Bus Routes

Main Library: Routes 1, 2, 3, 7, 8, 9 and 10
Fairview Branch: Routes 8, Crosstown
Ride and Sunset Ride

Montana Ave. Branch: Routes 3 and
Crosstown Ride

Ocean Park Branch: Routes 1 and 8

Pico Branch: Route 7

Bike parking available.

All city libraries are wheelchair accessible. To request a disability-related accommodation for events, call the library at 310.458.8606 (TDD 310.395.8499) at least one week in advance.

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:

Sept. 9, 23
Oct. 14, 28

Visit www.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 www.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

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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:

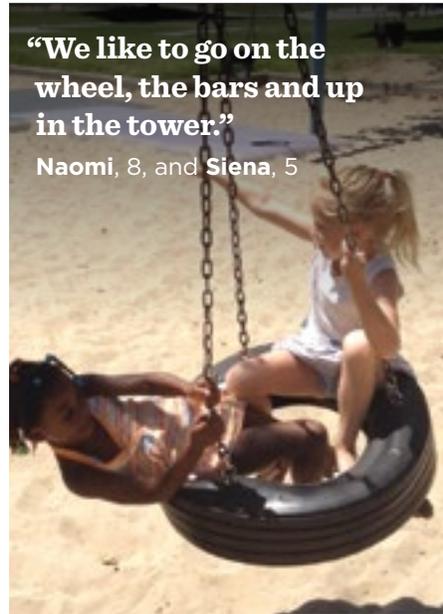
Robin Gee
Santa Monica Seascope
City of Santa Monica
1685 Main Street
Santa Monica, CA 90401

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

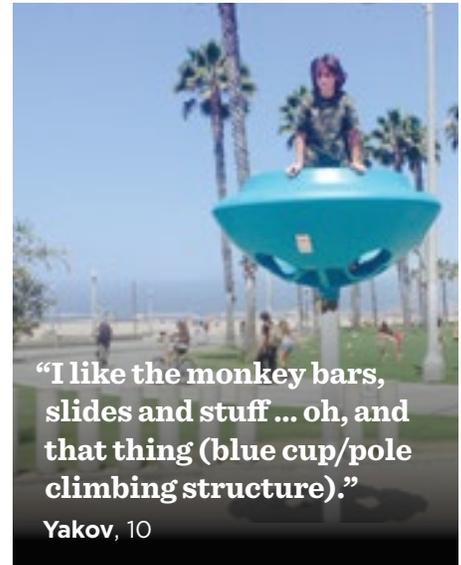
From slides to swings, splash pads to duck ponds, we toured the parks of Santa Monica to find out what the kids really like.

Clover Park 2600 Ocean Park Blvd



"We like to go on the wheel, the bars and up in the tower."
Naomi, 8, and Siena, 5

Beach Park #1 2600 Barnard Way



"I like the monkey bars, slides and stuff ... oh, and that thing (blue cup/pole climbing structure)."
Yakov, 10

Tongva Park 1615 Ocean Ave



"I come here with my mommy and I like climbing the rocks."
Lyra, 2



"I'm a skateboarder so maybe a skatepark would be cool."
Ben, 9

Hey, Ben! Check out the Cove Skatepark! 20,000 square feet of coolness at 14th & Olympic. The Cove has ramps, bowls, stairs, pool with tile coping, over vert bowl, and the Douglas Park rail.