

WHAT'S NEW,
SANTA MONICA?:
HOMELESS COUNT

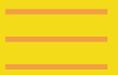
SAFETY ZONE:
CRIME RATE DOWN

SPOTLIGHT
SANTA MONICA:
CALIFORNIA INCLINE

LOCALS



TABLE OF CONTENTS



COVER

LUCE—MONITORING CHANGES TO THE CITY SINCE THE ADOPTION OF THE LAND USE AND CIRCULATION ELEMENT

BRIEFLY

WHAT'S NEW, SANTA MONICA?

PIECING TOGETHER THE WELLBEING PUZZLE

THE WELLBEING PROJECT: BY THE NUMBERS

EVERYBODY COUNTS—HUNDREDS VOLUNTEER TO COUNT SANTA MONICA'S HOMELESS

2015 HOMELESS COUNT FINDINGS

SAFETY ZONE

SUPPORTING SAFE ROUTES TO SCHOOL

CARING FOR THE COMMUNITY: SMPD UPDATES ITS MISSION AND VISION

A SAFER SANTA MONICA—CRIME RATES CONTINUE TO DROP

TECH TALK

CITY'S YOUTH TECH PROGRAM IS A NATIONALLY RECOGNIZED "BRIGHT IDEA"

SANTA MONICA EARNS RECOGNITION FOR DIGITAL CITIZEN ENGAGEMENT

HAVE YOU USED THE GO APP?

BE EXCITED! BE PREPARED

A LOOK DOWN THE TRACKS: EXPO CHUGS CLOSER TO COMPLETION

EXPO: BY THE NUMBERS

SPOTLIGHT SANTA MONICA

85-YEAR-OLD CALIFORNIA INCLINE TO BE REPLACED—SEISMIC UPGRADE, WIDER BRIDGE BRING BETTER, SAFER ACCESS

CALIFORNIA INCLINE CLOSURE: DETOUR MAP

CALIFORNIA INCLINE: BY THE NUMBERS

WHAT'S HAPPENING, SANTA MONICA?

CALENDAR

SCHEDULE SOME FUN FOR MOM—TAKE HER TO THE SANTA MONICA FESTIVAL!

SANTA MONICA NAMED HOST FOR 2015 SPECIAL OLYMPICS WORLD GAMES

LIVE AND LEARN

MADE-BY-HAND PROJECT: SPRAY-DYED INFINITY SCARF/COWL

TEN GREAT WAYS TO HAVE FUN AT THE ANNENBERG COMMUNITY BEACH HOUSE

PETS ON PARKS

SEASCAPES PAST

KIDS' SUMMER DAY CAMP RETURNS TO SANTA MONICA PIER AQUARIUM

COOKING WITH SANTA MONICA FARMERS' MARKET—SPRING QUICHE

SUSTAINABLE SANTA MONICA

A RECORD YEAR FOR SOLAR

QUALIFYING RESIDENTS GET ENERGY SAVINGS ASSISTANCE

THE 20TH ANNUAL SUSTAINABLE QUALITY AWARDS LUNCHEON

DEALING WITH THE DROUGHT—MANDATORY WATER USAGE REDUCTIONS FOR RESIDENTS AND BUSINESSES

WATER CONSERVATION THRESHOLDS

GET GREEN: HOW TO USE LESS WATER ON LANDSCAPING

CELEBRATE EARTH DAY WITH HEAL THE BAY

LIBRARY LINES

YALLWEST—YOUNG ADULT BOOK FESTIVAL COMES TO SANTA MONICA

CITY COUNCIL MEETINGS



LUCE

Monitoring Changes to the City Since the Adoption of the Land Use and Circulation Element



Photo by William Short

Early five years ago, the Santa Monica City Council unanimously voted to approve the Land Use and Circulation Element (LUCE) of the General Plan. This action underlined the community's desire for a sustainable, long-term framework to ensure that Santa Monica is a vital and healthy city for generations to come.

What is the LUCE?

The LUCE is a roadmap for the future, seeking to reduce vehicle trips, locate new residential and office projects in walkable environments close to public transit, and protect existing neighborhoods. Its 20-year vision also promotes bicycling, walking and carpooling, and encourages greater use of alternative transportation to reduce dependence on the personal automobile.

The plan places an emphasis on preserving the city's unique identity and its neighborhoods' quality of life, and celebrates the natural beauty of our beaches and parklands. It proposes neighborhood conservation measures and historic preservation incentives, while also seeking to enliven commercial streets and districts by requiring that new projects provide high-quality design that contributes to social interaction and community gathering.



Photo by William Short

How is it evaluated?

Since the LUCE was adopted in 2010, city staff have been measuring and monitoring key indicators to understand the impact of General Plan policy on a variety of categories related to quality of life. Five categories were identified to provide structure for the evaluation process:

1. A Complete Community
2. Neighborhood Conservation
3. Transportation Choices
4. A Fiscally Healthy City
5. Public Engagement

What does the first monitoring report show?

The first monitoring report establishes important benchmarks for traffic, development, parks and open space, housing and office levels, historic preservation and a variety of others that will be used to compare future activities with conditions experienced today. Citing historical data from the past decade, this first report assesses the impact of new policy, and addresses the challenge of separating the impact of local land use regulations from global economic events, such as the recent recession.

The monitoring report also illustrates that most of the current development activity in the city was approved prior to the LUCE’s adoption and, while traffic data demonstrates a reduction in overall congestion, residents’ perception of it is far different. It is anticipated that future reports will show more clearly the impact of the LUCE itself, and of the Exposition Light Rail (due to be operational within a year) on city life.

Highlights since LUCE was adopted

- Citywide greenhouse gas emissions down 12% since 2008;
- Amount of PM peak-hour traffic decreased, 2013 counts 19% lower than in 2007 and 2% lower than in 2011;
- Number of resident bike commuters up from 2.3% to 3.7%;
- Number of pedestrians up 20% over 2011 levels during peak PM hours;
- 90% of the city’s \$20 million, five-phase signal synchronization completed;
- Increased open space with completion of Tongva Park and Ken Genser Square, and more to come with future Expo buffer park;
- New developer fees to increase park access and affordable housing availability;
- Designation by the city of 20 landmark buildings or historical features, including eight residential properties;
- Number of rent-controlled units show increases over 2008 levels;
- Bikeshare coming this year!
- 93 blocks designated as preferential parking zones per residents’ requests.

To read the entire LUCE monitoring report, please visit smgov.net/luce.



Photo by William Short

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: March 20, April 3 and 17. Payment and permit services are available every Friday; please call 310.458.8411 for the counter hours of your preferred service.

NEW SCHOOL BOARD All seven members of the Santa Monica-Malibu Unified School District (SMMUSD) Board of Education are now in place. The Board of Education approved the appointment of Ralph Mechur to fill the vacancy created by SMMUSD board member Ben Allen's election to the California State Senate at last year's Nov. 4 election. The board includes the newly appointed Mechur, Laurie Lieberman, Dr. Richard Tahvildaran-Jesswein, Craig Foster, Oscar de la Torre, Dr. Jose Escarce and Maria Leon-Vazquez.

ENJOY THE VIEW! The beautiful aerial shots of Santa Monica you see on the cover and the preceding pages were snapped by photographer William Short from atop the crane that is currently located above Santa Monica Place for construction of the new movie theatre. W.E. O'Neil Construction Co., the general contractor, reports construction is 70% complete. The crane will be disassembled in mid-March of this year, when the project will be weather-tight. Construction is expected to be finished in the fall of 2015.

WHAT'S NEW. SANTA MONICA?

PIECING TOGETHER THE WELLBEING PUZZLE



Two years after the City of Santa Monica's visionary idea earned an award from the Bloomberg Philanthropies Mayors Challenge, the Wellbeing Project's remarkable journey is reaching a pivotal milestone: the Wellbeing Index.

The creation of the Index has been an unprecedented labor of love, bringing together an impressive list of the leading minds in the science of wellbeing, including the RAND Corporation, New Economics Foundation (nef), community leaders and an international panel of experts from different fields, to construct how local government can weave the wellbeing of its citizens into its very foundation. As you read these words, the final pieces of a very complex puzzle are carefully being assembled.

We've worked to move beyond concern with only the wellbeing of mind and body—beyond health, happiness or mood. We looked at a comprehensive range of what makes people and communities thrive—social and community connections, the environment, opportunities to grow, and access to a range of things that support quality of life.

We've come a long way toward capturing the state of our city's wellbeing, and we invite the entire community to work with us to take meaningful action on our findings in ways both big and small.

Photo by Kavon Samimi, BIM Specialist



The Wellbeing Index

The Wellbeing Project partnered with leading experts, including analysts from across the street at RAND and around the world at the New Economics Foundation (nef). Our partners have developed an incredibly detailed and complex Index based on a variety of data—from city measures to surveys and social media—so we, as a community, can work to enhance wellbeing based upon what we discover.

The data measured five distinct but connected categories of what contributes to a person’s wellbeing so that we can see where Santa Monica’s wellbeing successes and opportunities lie.

Community:

connectedness, support and safety

Place:

natural, built and social environments

Learning:

education, enrichment and life-long knowledge building

Health:

physical and mental health and behaviors

Opportunity:

affordability, economic security and business diversity

What's Next?

Releasing the Wellbeing Index is only the first step.

Our aim is to innovate how the government works toward a common goal of wellbeing. With the Index data, we can better inform policy decisions, prioritize programs and initiatives, and collaborate with the community on actionable steps that foster a city where we all can thrive.

The Index will give us a thorough understanding of the current state of wellbeing in the community. We will see how the various aspects of it differ across the neighborhoods or groups. We’ll have a new way to understand where best to focus our efforts and resources. And then we’ll work in collaboration, within and beyond City Hall, to take action on what we learn.

We believe wellbeing measurement is the next frontier for city governance and look forward to leading the way.



The Wellbeing Project

1,000,000 dollars awarded by Bloomberg Philanthropies to test an innovation in government

2,200 Santa Monica residents surveyed

1,000 hours spent developing the Wellbeing Index by the scientists at RAND and nef

18 experts and researchers from around the globe advising on the creation of the Index

5 dimensions of community wellbeing defined

1 city pioneering wellbeing measurement and use by local government to strengthen and support the community (we’re talking about you, Santa Monica!)

Stay tuned for the release of The Wellbeing Index—coming soon! smgov.net/wellbeing



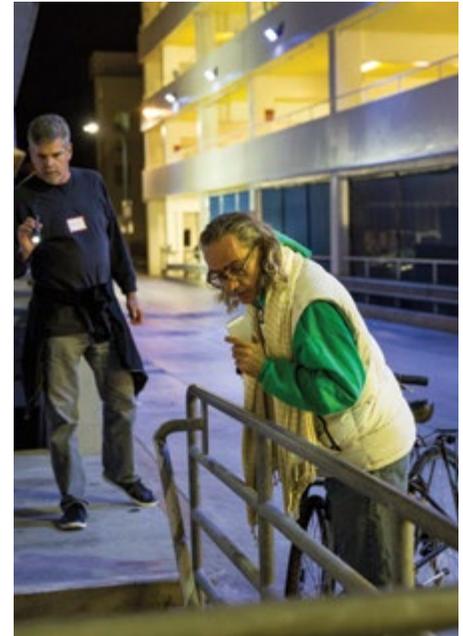
EVERYONE COUNTS

ANNUAL HOMELESS COUNT

Hundreds volunteer to count Santa Monica's homeless



Homeless Count photos by William Short



Sometimes all it takes to get people involved in public service is a tweet. That's all it took for Chuck Smith to stay awake into the early morning hours of January 29, helping count the homeless living on Santa Monica's streets.

"I saw information posted by the city on my Twitter feed," Smith says. "I'd recently done a video project for homeless veterans, so the issue was on my mind. It seemed relatively easy and the right thing to do, so I said why not?"

Fortunately, he wasn't alone. Hundreds of volunteers from Santa Monica and the surrounding area came together—as they do each year—to participate. The count helps assess the effectiveness of programs designed to address homelessness, at the same time raising public awareness about the issue and complying with requirements for receiving federal homeless funds.

This year, more than 270 volunteers and social services professionals

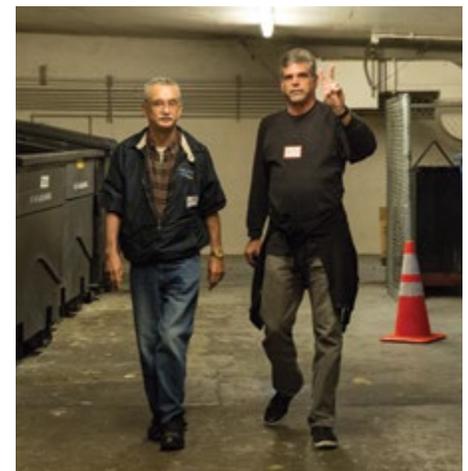
converged on St. Monica's Church to undergo training, divide into teams and hit the streets between midnight and 2 a.m. to count individuals from a distance—checking doorways, parks, alleys and streets. At the same time, a count was conducted at shelters, transitional programs, jails, local hospitals and other overnight facilities.

Not only does the count help secure funding for homeless services organizations in Santa Monica, it can also have a direct impact on these individuals' lives. Although volunteers don't interact with those being counted, John Maceri, executive director of the Ocean Park Community Center (OPCC), could not forget about one woman he encountered on Third Street Promenade four years ago.

"It was pouring rain that night," he recalls, "and an elderly woman was leaning on one of the fountains with a broken umbrella, just soaked." Maceri could not get the image of the woman out of his head and returned the next night to find her again, but she was too afraid to talk with him. "When I

returned the third night with some chicken soup, she finally told me her story," he says.

Betty, who was 82, had been suffering from mental illness and, since the passing of her caretaker husband a few years earlier, she'd been living on the streets. Maceri says OPCC eventually arranged to have her admitted to a hospital, then later to one of its programs. She's now living in affordable housing and doing well.



Why Did You Volunteer for the Homeless Count?

"I grew up in Santa Monica and have lived here more than 35 years, and I want to serve the community, particularly our underprivileged population."

Shahad Shamji, i-Cerv



"I recently moved to the area from the East Coast, and it was hard to see the extent of homelessness around the Promenade, near where I work. I started thinking about how I could be a steward and help make a difference."

Jason Kay

"This is my first job out of college and I'm still becoming familiar with how the homeless live. It's important for me to see this because my job at Step Up on Second is to help serve their needs during the day."

Cathia Barrow



"I work in this field and I love what I do. I volunteer because I know what it means in terms of securing money to help the cause."

Steve Elam, Step Up on Second

"I'm here because, at St. Monica's, we already provide a lot of comfort and care through various outreach ministries. This just seemed like a natural next step in terms of peace and justice."

Delis Alejandro, St. Monica's community member



2015 HOMELESS COUNT FINDINGS

This year, the number of homeless individuals totaled 738, including those on the streets, in shelters and in institutions. This is a one-half percent decrease from 2014, when the count was 742. Of those counted in January, 402 were individuals on the street (a 16 percent increase over 2014's count of 346); 73 were in vehicles or encampments (28 percent more than the 57 counted last year), and 336 were in shelters and institutions (a 15 percent decrease from 396 in 2014).

While the total point-in-time count of homeless individuals identified on this single night in January has remained stable since 2014, there was a significant increase in the number of unsheltered persons on streets and in cars. Despite this, street homelessness is down 16% from the baseline set by 2009's count of 480 unsheltered individuals.

Anecdotal reports suggest that Santa Monica's street population is shifting from those who are long-term homeless to a more transitory population, newly arrived and quick to move on. City staff will focus on developing new strategies to respond to this change, working with community partners to gather more information about the current street population, including where they became homeless.

Although the shelter count was impacted this year by renovations at two housing locations, those beds were eliminated gradually, and there is no direct correlation between the reduction of beds and the increase in individuals found on the street.

The city's response to homelessness continues to be guided by the Action Plan to Address Homelessness, implemented in 2008 and updated in 2011. For information on this and other initiatives, visit smgov.net/homelessness or call 310.458.8701.

The Santa Monica count could not be completed without the generous gifts of time, energy and compassion delivered by all those who participated, including city officials and representatives from the HUD, the Veterans Administration and Santa Monica's commissions. We also thank the service and community organizations that sent volunteers: St. Joseph Center, Step Up on Second, New Directions, the Venice Family Clinic, Meals on Wheels West, Providence St. John's Health Center, Upward Bound House, MEDLIFE at UCLA, Kaiser Permanente, i-Cerv (Ismaili Community Engaged in Responsible Volunteering) and a large group of volunteers from St. Monica's Catholic Community.

SAFETY ZONE

SUPPORTING SAFE ROUTES TO SCHOOL

Going to school in Santa Monica means never being able to complain about walking miles to school ... uphill ... in the snow. With an average of 310 days of sunshine per year and most families living within walking distance of their schools, many in our city are able—and encouraged—to get there by walking, riding, scooting or skating!

The Safe Routes to School (SRTS) program is designed to make walking and biking to school a customary—and safe—part of everyday life. Added benefits are that it encourages children, parents and school staff to remain physically active while reducing traffic. The program incorporates events such as Bike It! Walk It! and Kidical Mass, as well as infrastructure initiatives, educational workshops, contests and more.

BIKE IT! WALK IT!

The Santa Monica High School Solar Alliance initiated *Bike It! Walk It!* in 2007 to help reduce the school's carbon footprint. Students and staff were asked to leave their cars at home and use other modes of transportation to get to and from school, by walking, biking, carpooling and riding the bus. Today, 14 schools participate in the event, generally held twice a year, eliminating approximately 12,000 car trips. More than 50 percent of SMMUSD elementary students participated in Bike It! Walk It! in October 2014.

KIDICAL MASS

Kidical Mass teaches kids, parents and friends cycling safety skills and also coordinates fun rides to practice them. The rides help create awareness of the growing presence of kids and families on bikes and the need to respect everyone on the road. To learn about future rides, "Like" the City of Santa Monica's Kidical Mass Facebook page or visit santamonicasaferoutes.org.

RACKING UP THE BICYCLES

The City of Santa Monica recently received Metro funding to provide bicycle racks for Santa Monica schools free of charge (schools cover installation costs only). Kudos to the schools that have already jumped on the opportunity: Franklin, Grant, SMASH, Will Rogers, Roosevelt and Lincoln!

SRTS COORDINATOR

Want more info on SRTS? Just ask Cory Keen! He's the city coordinator through June 2015, and your go-to resource for everything SRTS. Send him an email at cory.keen@smgov.net or call 310.458.2201, Ext. 2120.



CARING FOR THE COMMUNITY

SMPD Updates Its Mission and Vision



With a creative twist on spelling, the Santa Monica Police Department (SMPD) is reminding the community that it cares. As part of the department's updated mission and vision statements, SMPD has spelled out its values: Integrity, Courage, Accountability, Innovation and Respect (ICAIR). They represent the core priorities of the department's culture and are intended to guide the behavior of its members.

The revised statements were part of a two-year department reorganization, updated to better reflect the role that the SMPD plays in the community. Representatives from various department divisions—from the rank-and-file to department leaders—held

discussions and working groups to more clearly define their goals and the actions and attitudes needed to achieve them.

According to SMPD Chief Jacqueline Seabrooks, fine-tuning these statements provides not only a clearer reflection of the attributes the department values, but also a framework for understanding how they can help keep the community safe. "There was a lot of thoughtful discussion about who we are and what we stand for as an organization and as a part of the community," Chief Seabrooks says. "Our goal now is to ensure that these continue to serve as our guiding principles on a daily basis."

A SAFER SANTA MONICA:

Crime Rates Continue to Drop

The downward trend in Santa Monica crime continued in 2014. Crimes in the city dropped 13 percent over 2013 numbers and, according to the Santa Monica Police Department (SMPD), resulted in some of the lowest rates seen in the past half-century—rivaling those reported in the 1950s!

Violent crimes, which include rape, homicide, robbery and aggravated assault, were down nine percent from 2013. Burglaries were down more than seven percent; larceny rates dropped more than 17 percent; and reported robberies in Santa Monica fell by four percent—from 125 incidents in 2013 to 120 last year (compared to 151 in 2012). Reports of rape remained at 29 for both 2013 and 2014, and assaults were up slightly from 2013—from 173 to 188.

Unfortunately, some non-violent crimes, such as pick-pocketing and purse-snatching, went up in 2014, with the former nearly doubling. "We've made a concerted effort to keep crime at bay, working with community groups and creating educational materials for both residents and visitors," said SMPD Chief Jacqueline Seabrooks. "However, it's essential that individuals remain watchful and make smart choices to reduce their risk of becoming a victim of crime, particularly the non-violent type."

For more information and tips, visit santamonica.org.



SANTA MONICA POLICE DEPARTMENT

Mission

We are dedicated to safeguarding our community by improving quality of life and upholding public trust.

Vision

We endeavor to be law enforcement's benchmark for excellence as we seek to eliminate crime and social disorder in collaboration with our community partners.

Values

Integrity

adhering to strict, unequivocal standards of conduct in keeping with our ethical obligations

Courage

displaying the strength of character to confront fear, danger, uncertainty or intimidation

Accountability

accepting individual and collective responsibility for our oath, duty and actions

Innovation

adapting to changes in society through strategic integration of technology and equipment

Respect

valuing human life and dignity with an equal commitment to justice and acceptance of diversity.

Don't Be a Victim!

- Walk in well-lit areas (with a companion whenever possible), be alert and remain aware of your surroundings.
- Hold your belongings (purse, shopping bags) close to your body.
- Always lock doors and windows at home, both when you leave it and at night.
- If you have a home alarm system, turn it on *every* time you leave.
- If you find a jimmied door or broken window upon returning home, stay outside and immediately call the police.
- Have your keys ready when approaching your car, so you can get in right away—then lock the doors.
- Place valuable items in your vehicle out of sight—in your glove compartment or trunk.
- Always close the windows and lock the doors after exiting your car.



TECH TALK

CITY'S YOUTH TECH PROGRAM IS A NATIONALLY RECOGNIZED "BRIGHT IDEA"



L to R: Brand Weary, Bryan Diaz, Roheen Karimali, Chanettele Alcantara, James Vivar, Aaron Attarzadeh and Tanner Leigh.
Photography by William Short

The City of Santa Monica's Youth Tech Program has earned a "Bright Idea" designation from Harvard Kennedy School's Ash Center for Democratic Governance and Innovation. The Bright Ideas initiative identifies and promotes promising government programs and practices to encourage civic leaders and others to learn about and adopt those that work.

Now in its fourth year, Youth Tech helps prepare local high school students to compete for careers in the Silicon Beach technology sector. The six-week program provides Santa Monica teens with both an overview of information technology and the experience of working in the field. Participants begin with a week behind the scenes, shadowing city IT staff and learning how technology is used for public safety,

improving traffic conditions, keeping buses on time, and managing city assets. Students configure network equipment, design network architectures, learn to work with databases, virtualization and storage trends, and engage in coding with city web developers.

Participants are then given a rare opportunity—to form their own start-up company as part of a team during five weeks at a Santa Monica co-working space. Each team creates a concept, brand and website for their company, forecasts a return on investment and develops potential clients. Team members establish themselves as leaders of these new enterprises and develop valuable business skills.

Two of last year's participants enthusiastically endorse Youth Tech. "This program was a very good

learning experience for me," said Spinzie CEO Roheen Karimali. "Since computer science and business are what I plan to pursue in college, I was very lucky to be part of a free program that provided me the opportunity to test drive my options for the future." Brandt Weary, the company's CFO, added, "I had zero business experience before, but this program has opened my eyes to my own abilities. I will be eternally grateful for all of the guidance I have received."

Applications for the 2015 summer program will be accepted until midnight on March 15, 2015. Students attending a high school in Santa Monica may apply online at smgov.net/youthtech.

SANTA MONICA EARNS RECOGNITION FOR DIGITAL CITIZEN ENGAGEMENT

The City of Santa Monica has been named a Citizen-Engaged Community by the Public Technology Institute. The city was recognized for the large number of technology solutions it has initiated to foster greater interaction between city staff and the public. Notable products include: the GO system for citizen reporting of service and infrastructure problems across the city; the People's Academy website, which allows residents to become more knowledgeable about the city's budget, operations and departments; a new open-data program, which provides for next-generation government transparency and accessibility; and the technology that drives the city's ambitious Wellbeing Project, which aims to use data and science to measure quality of life.



Have You Used the GO App?

GO is the easiest way to send requests for service and other concerns to the city, 24 hours a day, 365 days a year. With GO, you are just one click away from reporting that annoying pothole in front of your house or the parking meter that won't take your quarter or credit card. This high-tech solution uses the GPS on your phone to pinpoint exactly where the problem is and where to send a repair crew. You can even send a photo with your request. Requests are closed within ten business days, and usually faster. Scan the QR code with your smart phone to download the app today!



BE EXCITED! BE PREPARED

A LOOK DOWN THE TRACKS

Expo Chugs Closer to Completion

It's been years since news first broke of plans for the Expo Light Rail train that will connect our bayside city to Downtown Los Angeles. But we're now less than 12 months away from buying a ticket and riding the rails. As testing gets underway in March, let's imagine what we'll find when Expo pulls into each of Santa Monica's three stations.



CONTINUED ON THE NEXT PAGE

A LOOK DOWN THE TRACKS

CONTINUED FROM THE PREVIOUS PAGE



26th Street/Bergamot Station

The first stop in Santa Monica is located at the southeast corner of 26th Street and Olympic Boulevard. This station features two side platforms—one for eastbound and one for westbound trains—located adjacent to Bergamot Station and near the Water Garden business park. Besides being close to one of the city’s hubs of art and culture, the Bergamot Art Center, the station itself is adorned

with 24 locally inspired collages created by artist Constance Mallinson. Repurposing a unique mix of discarded objects she found around the city, and intertwined with photographs of different local spots and people, Mallinson’s work captures the essence of Santa Monica.



17th Street/SMC

Students wanting to take advantage of the outstanding educational opportunities available at Santa Monica College (SMC) can now take Expo to class. The 17th Street/Santa Monica College station features a center platform located in the middle of Colorado Avenue, just west of 17th Street. There is also a surface “Park and Ride” lot with approximately 70 spaces.

The art at this station takes an intimate look into the closets of Santa Monicans. Panels covering the station’s walls showcase images taken by Los Angeles artist Carmen Argote. Argote, a teacher at SMC, asked for donations of clothing from the community, which she then photographed before giving the items to a local homeless shelter. The resulting artwork represents commuting. Some of the panels show garments crushed tightly together to reflect a rush-hour trip, while others have space between the items to suggest the ebb and flow of commuter traffic throughout the day.



Downtown Santa Monica

The end of the line for Expo is the Downtown Santa Monica station at the southeast corner of Colorado and 4th Streets. This station features custom, ripple-patterned pavers and string lights, in addition to lush landscaping and artwork unique to Santa Monica.

The edge of a continent is what inspired artist Judithe Hernández to create 24 panels depicting a storyline of global mythologies for the station. And a sculpture in honor of our city’s namesake is also featured: Walter Hood’s weeping Saint Monica, known for her nightly shedding of tears over the “hedonistic lifestyle” of her son, Augustine.

After exiting the station, passengers find themselves in the new Colorado Esplanade, which extends from Colorado and 4th Street to Ocean Avenue. The Esplanade is a spectacular gateway linking Santa Monica’s vibrant downtown district to Southern California’s regional rail system. A rich canopy of shade trees, festival lighting and custom paving create a unique public space with enhanced access and safety for pedestrians and cyclists.

Bike Path

For those who prefer to pedal, the Expo offers plenty of bike racks at each of the three stations, as well as a 1.3 mile regional bicycle/walking path that travels alongside the tracks, providing a safe space for cyclists and pedestrians to traverse our city.



26,000 approximate number of rail feet laid in Santa Monica

6 minutes between trains during peak hours

64,000 anticipated Expo Line riders (per day) by the year 2030

15 and 46 miles and minutes from Downtown LA to the Downtown Santa Monica Expo stop

SPOTLIGHT SANTA MONICA

85-YEAR-OLD CALIFORNIA INCLINE TO BE REPLACED

Seismic Upgrade, Wider Bridge Bring Better, Safer Access



INCLINE IMPROVEMENTS

Artist rendering

In its earliest form, the 1896 California Incline was a dusty dirt trail leading from the Pacific Coast Highway (PCH) up the bluffs to Santa Monica. When it was last renovated in the 1930s, Model Ts made up the majority of its traffic. The Incline was then, and continues to be, an important connection between the beach and Downtown Santa Monica, to well beyond Santa Monica's borders.

Many things have changed over the past eight decades, and the California Incline now carries 15,000 vehicles daily but does not meet current seismic standards. There is little doubt it's time to replace this aging but still vital connector with a new roadway and bridge built to current standards for vehicular, bicycle and pedestrian use.

The new bridge will feature an additional 5.5 feet of roadway

width, allowing for a separate path to accommodate bicyclists and pedestrians. The project will also stabilize areas of the adjacent bluff to further increase safety. These improvements, of course, require closure of the Incline for 12 to 14 months so that it can be safely demolished and re-built.

Here's the good news: A well-thought-out traffic management plan will be in place before the shovels even hit the ground. It includes dynamic message signs to provide real-time traffic information, and traffic signal modifications which will be made as city staff monitors closed-circuit television cameras placed along the detour route and other nearby streets. Travelers who are accustomed to using the Incline to reach the beach or access the I-10 freeway will need to temporarily take a detour. Southbound traffic on PCH will be routed past the Incline to Moomat Ahiko Way, while westbound

traffic coming from the I-10 will be directed to use Lincoln Boulevard (see *detour map on the following page*).

City officials are committed to ensuring that the community is well-informed of construction activity and, in the coming weeks, staff will be reaching out to residential neighborhoods, businesses and community organizations, as well as to our established neighboring community partners. Be sure to visit the city's website at smconstructs.org/incline for detailed information and to sign up to receive weekly traffic alert through SM Alerts.

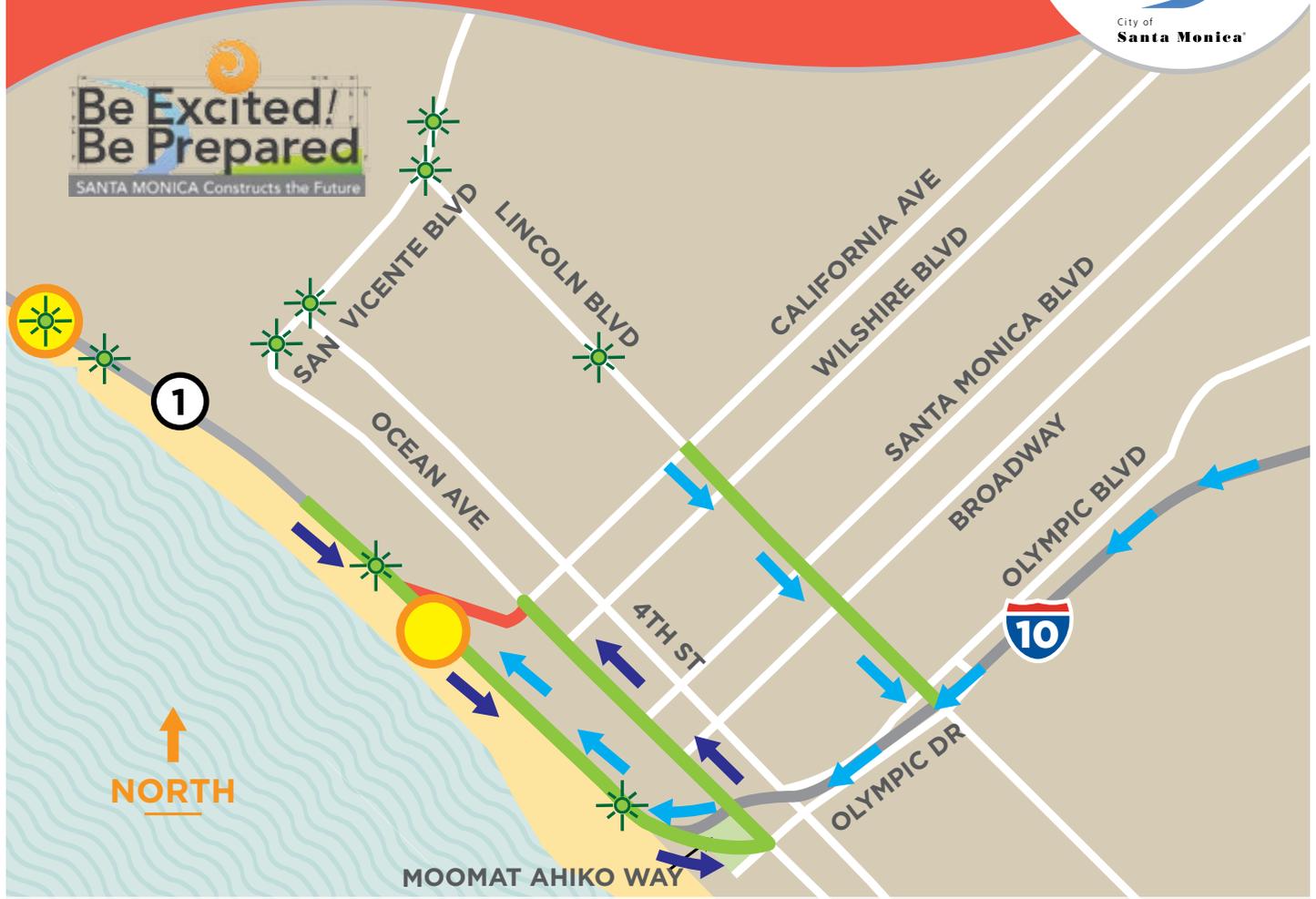
The California Incline Bridge Replacement Project will ultimately provide a smoother ride and increased safety for motorists, pedestrians and bicyclists. We thank you in advance for your patience and cooperation!

CALIFORNIA INCLINE CLOSURE

— Detour Map —



**Be Excited!
Be Prepared**
SANTA MONICA Constructs the Future



KEY

- CALIFORNIA INCLINE**
Closed in both directions for 12-14 months
- DYNAMIC MESSAGE SIGN**
- TRAFFIC SENSOR**
- Detour Routes**
- INBOUND TRAFFIC**
Continue past the Incline and use Moomat Ahiko Way to access Downtown Santa Monica
- OUTBOUND TRAFFIC**
Take Lincoln Boulevard to the I-10 to access northbound PCH

BY THE NUMBERS

California Incline

85 years old

15,000 vehicles daily

5.5-foot width increase for bike and pedestrian path

750 feet total bridge length

1,400 feet total incline length

88.5% of project costs paid with federal funds

WHAT'S HAPPENING. SANTA MONICA?

MARCH

MARCH IS WOMEN'S HISTORY MONTH

"Weaving the Stories of Women's Lives"

A reception and official proclamation at the February 24 City Council meeting marked the start of the Santa Monica Commission on the Status of Women's celebration of Women's History Month, which pays tribute to the invaluable contributions made by generations of women and girls to society. Marking the 35th

anniversary of the Women's History movement in 2015 with the theme, "Weaving the Stories of Women's Lives," this year's observance in Santa Monica will include a number of events at venues around the city. For details, please visit smgov.net/COSW.

14

SANTA MONICA AIRPORT ARTWALK



Come immerse yourself in the arts and culture your beloved city is renowned for. The Santa Monica Airport ArtWalk returns on Saturday, March 14, from noon to 5 p.m. Explore open studios, watch art and ceramic demonstrations, participate in workshops, and enjoy live music and food trucks in the airport's converted hangars. Santa Monica Airport is a unique arts incubator—home to more than 60 artists and creative venues! Painting, sculpture, ceramics and mixed media will be represented, and many of these artists sell their work directly from their studios. For all the details, visit smgov.net/airportartwalk.



HAPPY 30TH TO THE LA MARATHON!

15

March 15 will mark the 30th anniversary of the LA Marathon. As in each of the past six years, the 26.2-mile race will begin in Downtown Los Angeles and end in Downtown Santa Monica. Make the most of our front-row seats for this world-class event—come out and cheer on the runners as they head into the home-stretch along San Vicente and Ocean boulevards.

For all the information you need to enjoy Marathon Day, visit smgov.net/lamarathon.

READY TO RUN!

Big Blue Bus staffers (and Santa Monica residents) Aimee Wyatt and Barbara Andres train together. Wyatt is the youngest of 180 "Legacy Runners" who have completed all 29 LA Marathons, and she's now gearing up for her 30th anniversary, too!



COMMUNITY WEIGHS IN ON CIVIC AUDITORIUM'S FUTURE

Second Workshop Uses Interactive Online Tool to Gather Ideas

21 On January 31 and February 1, the Civic Working Group hosted the second in a series of community workshops to reimagine the future of the Santa Monica Civic Auditorium. Some 120 people participated in the sessions and were the first to utilize an engaging online tool that allowed them to match their vision and aspirations for the site with available land and funding alternatives. Over 1,800 more residents took part in this process online through mid-February.



Using the online tool, participants tried different approaches to land use, and chose among financing options that balanced both capital and operating budgets, exploring the

tradeoffs associated with funding new cultural and open space uses on the Civic site. This collection of community ideas, along with information gathered over a year of outreach and research—including a third and final workshop on March 21—will inform the Civic Working Group's recommendations to the City Council in June.

The 58-year-old Civic is a historic landmark with a storied past, having played host to the Academy Awards and performers such as Bob Dylan and the Rolling Stones. In June 2013, the Civic was forced to close due to the loss of redevelopment funds needed to rehabilitate the facility, but establishing a new vision and purpose is the first step in renewing this important community resource.



SAVE THE DATE!

Community Workshop #3— Bringing It All Together

DATE Saturday, March 21, 2015

TIME 9:30 a.m. to 1 p.m.

PLACE Civic Auditorium East Wing

DESCRIPTION At this third and final workshop, participants and the Civic Working Group will reflect on community ideas, findings and preliminary recommendations for City Council. santamonicacivic.org



REED PARK LAWN WORKSHOP

Upgrading the lawn is the final step in a series of improvements to Reed Park, one of Santa Monica's oldest parks. The redesign will help the lawn area better connect with the rest of this active park.

28

What would you like to see there? Come share your input on Saturday, March 28. Visit santamonicaparks.org for details.

A NEW LEAF: IT'S SPRINGTIME AT THE MILES PLAYHOUSE

A new season brings some of the Miles' favorites back to the stage:

March 19-29

Green Light Productions presents *Shorties*, five 10-minute plays written and directed by Los Angeles-area women.

April 2-12

The Colonials Theater Company presents *King Lear*.

April 16-May 10

Santa Monica's own Creating Arts Company returns with a full slate of family-friendly musicals.

To plan your next outing to the Miles, visit milesplayhouse.org.

MARCH
AND APRIL

SCHEDULE SOME FUN FOR MOM

Take Her to the Santa Monica Festival!



MAY 9



On Saturday, May 9, the City of Santa Monica hosts the 24th annual Santa Monica Festival, one of its largest and most celebrated events. The Festival connects the arts, food, sustainability and transportation to everyday living through an electrifying array of programs, activities and vendors to delight and entertain people of all ages. From DIY workshops and cooking demonstrations to musical performances and a bicycle rodeo, the Festival offers unmatched opportunities to see, taste and experience one of the country's most innovative beach cities, regarded as a national model for sustainability and cultural vitality.

This year's event happens during Mother's Day weekend—and it's a great way to celebrate Mom on her special day! You can even find a one-of-a-kind gift for her, created by one of the many vendors offering crafts and handmade items.

The Festival is free and open to all ages, so be sure to put it on the calendar!

Saturday, May 9, 11 a.m. to 6 p.m.
Clover Park, located at 2600 Ocean Park Boulevard.

Watch for the April-May *Seascope* to see the full schedule of events, or visit Santa Monica Festival on Facebook, Twitter and online at smgov.net/festival.

SANTA MONICA NAMED HOST TOWN FOR 2015 SPECIAL OLYMPICS WORLD GAMES

This July, thousands of Special Olympics athletes will arrive from all corners of the world to participate in the 2015 World Games, the largest event hosted in Los Angeles since the 1984 Olympic Games. In preparation for the competition, the Brazilian and Romanian delegations will take part in a three-day event, July 21-23, exploring and training in Santa Monica prior to the games.



As an official World Games Host Town, Santa Monica will showcase many of its must-do and must-see activities, including visits to the Annenberg Community Beach House, Third Street Promenade, Montana Avenue, Main Street, Santa Monica Pier and the solar-powered Ferris wheel, Muscle Beach and the Santa Monica boardwalk.

"This event has a deep connection to Santa Monica as our former mayor's late mother, Eunice Kennedy Shriver, founded the movement that became Special Olympics," noted Santa Monica Convention & Visitors Bureau President/CEO Misti Kerns. "Mrs. Shriver believed that if people with intellectual disabilities were given the same opportunities and experiences as everyone else, they could accomplish far more than anyone thought possible. We're proud to join the City of Santa Monica in creating a memorable and supportive experience that these incredible athletes and this community will treasure for a lifetime."

Get involved with the World Games in Los Angeles by volunteering your time or taking advantage of one of several sponsorship opportunities available to local residents and businesses. For more information, please visit LA2015.org/host-town/santa-monica.



JULY 21-23

LIVE AND LEARN

MADE-BY-HAND PROJECT: SPRAY-DYED INFINITY SCARF/COWL



U pcycle a used t-shirt and make a fun scarf with your own unique design! Time to complete: 20 minutes, not including dry time.

Materials and equipment needed:

- light-colored cotton t-shirt
- spray fabric dye (available at most craft supply stores)
- fabric scissors and piece of scrap cardboard as wide as the t-shirt
- scrap material to protect your work surface
- masking tape/keys/other small objects
- *Optional:* apron and plastic gloves

Read directions on the spray dye—most are non-toxic, and will dry within an hour. Dye can be washed off skin with water and dish soap, but it will stain clothes.

The jersey material of a relatively thin t-shirt is best—cut edges will curl and need no finishing. 100% cotton provides the best surface for the dye. Cut fabric with fabric scissors or rotary blade for a smooth edge, and use something else to cut your scrap cardboard. T-shirts in size large or smaller will loop once around the neck—for two loops, use an extra-large shirt.



1 **STEP 1:** Lay your t-shirt flat and even, and cut the bottom half from the top, right under the armpits. No need to measure, just eyeball it—but try to cut a straight line without any zigzags. (You'll be left with a plain loop of fabric—plus an excess top piece—that can be taken to your local fabric recycler; ask recycling@smgov.net for your nearest



fabric collection facility.) If the t-shirt has a finished bottom hem, cut that off as well.



STEP 2: Turn the plain loop inside out so that the edges will curl “in” when worn (knitters, this is the purl side of your jersey material.) Stretch the loop over your scrap cardboard so that when you dye one side of the loop, it will not bleed onto the other side.



STEP 3: Decorate the fabric with keys or other small objects you don't mind getting dye on, and/or use masking tape to create geometric designs such as chevrons or stripes of varying widths.



STEP 4: Spray dye over the decorated fabric—notice how the spray behaves

and try to concentrate the dye in some areas while leaving others more lightly colored. If it drips, love the random pattern it makes—experiment and have fun!

STEP 5: Let your scarf dry following the directions on the dye bottle. If you'd like to do the other side, make sure the fabric is fully dried before flipping over.



STEP 6: That's it! As the weather warms up, your new scarf makes a great transitional layer. Wear it as is, or try a knot, double loop or cowl.

Join us at 1450 Ocean, Santa Monica's new Art and Community Center, offering arts, crafts and movement classes for adults in the Camera Obscura building just north of the Pier. Every second Saturday, enjoy the free Craft Lounge, share your ideas and work on your projects with tea and friends. Visit smgov.net/1450ocean, call 310.458.2239 or email communityclasses@smgov.net for more information.

TEN GREAT WAYS TO HAVE FUN AT THE ANNENBERG COMMUNITY BEACH HOUSE

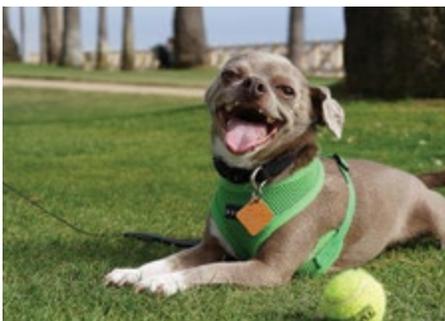


- 1** Bring the kids to the playground—and on warmer days, play in the Splash Pad.
- 2** Find a quiet spot to work using our free wi-fi.
- 3** Get active (or Zen) with a yoga class that overlooks the Pacific.
- 4** Play volleyball! Register for a class to learn the game or come out to play on any open court.
- 5** Tour the Marion Davies Guest House, part of the original 1928 estate designed by renowned architect Julia Morgan.*
- 6** Check out the current exhibit in the gallery, open daily.*
- 7** Grab breakfast or lunch at Back on the Beach Café, and wiggle your toes in the sand.
- 8** Watch a colorful sunset on the beach.
- 9** Experience an eclectic range of artists at a concert, talk, or reading at one of our free Beach=Culture events.
- 10** Jump into our heated pool on Bonus Pool Days.

**Hours subject to change; see our website calendar or call 310.458.4904 to confirm hours.*

For everything the Annenberg Community Beach House has to offer, visit annenbergbeachhouse.com.

PETS ON PARKS



Pup photo by Benjamin Levy

We've heard what the kids love about our city parks and now we are going to the dogs. Where does your pooch like to play? Send us a photo of your pet(s) enjoying a favorite activity at a favorite park, and you may find him/her/them featured in the next *Seascape*. Email submissions to seascape@smgov.net. Be sure to include dog names and ages!

SEASCAPES PAST

In the 1880s, just a few years after Santa Monica officially became a city, bathhouses began to dot Southern California's shorelines. The development of railway in the region meant that traveling to seaside towns was easier than ever, and bathhouses were built to attract tourists who enjoyed soaking and swimming in heated seawater pools or plunges.

H. F. Rile took this photograph of the Crystal Plunge, an open-air swimming pool located at the foot of Front Street (now Pico Boulevard). Built in 1887 by George Kintz, the plunge was a popular destination until its foundation was irreparably damaged by a flood in 1905. The site was abandoned until a wave of development of beach clubs and hotels washed over Santa Monica's south beach. In 1924, construction of a new project began where Crystal Plunge once stood; the result was the Casa del Mar Beach Club. Today, it is the site of the Casa del Mar Hotel on Ocean Front Walk.

This elegant, storied hotel is a designated Santa Monica landmark and is included in the National Register of Historic Places.



Photo courtesy of Imagine Santa Monica (digital.smpl.org), home of the digital collections of Santa Monica Public Library.

KIDS' SUMMER DAY CAMP RETURNS TO SANTA MONICA PIER AQUARIUM

There's going to be another exciting, hands-on marine science learning opportunity for K-5 students at Heal the Bay's Santa Monica Pier Aquarium this summer. The Science Adventures Day Camp gives kids exclusive time at the aquarium, with our education staff directing fun and instructive activities during week-long sessions that run daily, 9 a.m. to 2 p.m. Learn more at healthebay.org.



COOKING WITH SANTA MONICA FARMERS' MARKET

We love quiche for its elegance and versatility, plus it's a great way to use up those extras in the 'fridge. You can make a different seasonal quiche each week to have on hand for a quick breakfast, lunch or dinner. The basic ingredients are eggs, milk or cream, and cheese and veggies, with or without meat or fish. Try the recipe below (one of our favorites), or experiment with your own combination and let us know how it turns out! Post your photos on Instagram and tag us @smfms with #bestquicheever.

SPRING QUICHE

INGREDIENTS

- 1 pie crust (homemade or store-bought)
- 4 eggs
- 1 c. half-and-half
- 3/4 tsp. salt
- 8 asparagus spears
- 1 tbsp. butter
- 1 leek
- 1/2 lb. bacon (optional; smoked salmon would be great, too)
- 1/2 c. crumbled Chevre (or a cheese of your choice)

INSTRUCTIONS

1. Heat oven to 400°. Prick crust with a fork and place pie weights in it to prevent ballooning. Par bake crust for 10 minutes or until slightly golden. Cool.
2. Cook bacon. (Try cooking it in the oven rather than a frying pan—it's less messy). Place bacon in one layer on a baking sheet lined with parchment. Check and turn at 10-15 minutes, and continue cooking until crisp (about 10 minutes more). Reduce heat to 350°.
3. Chop leeks. Melt butter in a skillet over medium heat and sauté leeks until soft, about 10 minutes.
4. Cut off the asparagus tips at 2-1/2 inches, and set aside; chop remaining portion of spears.



5. Whisk eggs in a mixing bowl; add half-and-half and salt, and whisk until combined well.
6. In the cooled crust, layer half the cheese, all of the leeks and chopped asparagus. Top with remaining cheese and arrange the asparagus tips.
7. Pour the egg mixture into the crust, being careful not to overfill.
8. Put quiche on a baking sheet or piece of foil to catch any overflow and place in oven. Bake 45-60 minutes (check for doneness at 45 minutes). The finished quiche should not be jiggly in the center.
9. Let cool 10 minutes and serve warm.

SANTA MONICA FARMERS' MARKET INGREDIENT RESOURCES

- Eggs** - Mike and Sons, Lily's Eggs, Rocky Canyon, Ha's Apples, Valley Center Orchards
- Leeks** - Fresno Evergreen, Vang Thao, See Vang, Pao Her
- Asparagus** - Zuckerman's Farm, Green Farms, Suncoast Farm
- Bacon** - Peads and Barnetts, Rocky Canyon, Jimenez Family Farm
- Smoked Salmon** - Community Seafood, Wild Local Seafood
- Chevre** - Drake Family Farms
- Butter and Cheeses** - Springhill Jersey Cheese

SUSTAINABLE SANTA MONICA

A RECORD YEAR FOR SOLAR

One thing Santa Monica is never short on is sunshine. In 2014, residents and businesses took advantage of those rays with 94 new solar installations, equaling 600 kilowatts (kW) of added capacity. The new solar puts the citywide total at 4.5 megawatts of solar output. Even more impressive: The community beat the annual target of 500 kW established by the city's 15x15 Climate Action Plan. This short-term, action-oriented plan identifies 15 measures that, when completed, will achieve our community greenhouse gas emission reduction goal by 2015.

Due to improvements in the manufacture of solar panels and market conditions, solar technology is now cheaper than ever. Financing options provided by solar companies or made available through new property tax payments have also helped many make the switch. Solar Santa Monica can help you evaluate competing bids, further easing the decision-making process.

////////////////////////////////////
Total solar capacity in Santa Monica now powers the equivalent of 516 houses for a year.*
////////////////////////////////////

If you're interested in going solar, visit solarsantamonica.com. For more on the 15X15 Climate Action Plan, go to sustainablesm.org/climate.

**Estimate uses the EPA Greenhouse Gas Equivalencies Calculator.*



THE 20TH ANNUAL
Sustainable Quality Awards
 LUNCHEON CEREMONY
 THURSDAY, APRIL 16, 2015, 11AM
 Le Meridien Delfina Hotel, 530 Pico Blvd., Santa Monica

TICKETS www.smsqa.com

Qualifying Residents Can Get Energy Savings Assistance

The Energy Savings Assistance Program provides income-qualified residents with easy, free solutions to help save energy and money on monthly utility bills. The help comes in the form of energy-saving home repairs and improvements and, in some cases, new appliances—even a new refrigerator!

SoCalGas and Southern California Edison have contracted with a company that will help get you started, customize a plan, and make the recommended changes for you and your family.

Get started at sustainablesm.org/energyassistance.



DEALING WITH THE DROUGHT

Mandatory Water Usage Reductions for Residents and Businesses

Did you know that 70 percent of Santa Monica's water supply comes from local underground aquifers that are recharged from rain? You can probably imagine, then, how a prolonged drought could impact our city's water supply. To more vigorously manage the problem at the local level, the Santa Monica City Council approved a new "Water Shortage Response Plan" in early January and set an end-of-2016 deadline to achieve a citywide, 20 percent reduction in water use from 2013.

The required 20 percent decrease will apply to all customers—single-family, multi-family, commercial business and landscape accounts. Beginning in April, the person or entity listed on the water account will see a "Personalized Water Use Allowance" figure on their utility bill showing how much water was used compared to the same billing period in 2013.

Residential customers will enjoy a generous conservation threshold (see page 14) which protects already-efficient users from penalties by establishing a high baseline for water use. Currently, nearly 80 percent of multi-family customers and 40 percent of single-family customers are so efficient with their water use that they won't need to cut back any further.

Starting in late March, all Santa Monica water customers will receive detailed information about their water use allowance, tips for saving water and ways to adjust the allowance, if needed.



Photography by William Short

Rebates

To encourage conservation, the city will offer new and enhanced incentives and resources, including rebates such as:

- Up to \$100 for each WaterSense® toilet. WaterSense® fixtures outperform older, ultra-low-flow fixtures on all counts, including reducing water use by 20 percent with each flush;
- Up to \$300 for the purchase of a new, high-efficiency clothes washer (while funds last);
- Up to \$4,500 (or \$3.50 per square foot) to replace lawn with climate-appropriate plants, mulch and/or drip irrigation, and—for a small fee—participants can also receive a two-hour consultation with a landscape designer.

Penalties for overuse

Water account holders who use more than their specified allowance will be charged \$10 per hundred cubic feet (HCF) of water over the allowance—up to \$1,000 or the total water charges for that bill, whichever is less. An HCF is how usage is shown on your water bill, with one HCF equaling 748 gallons. There will also be a fine of \$250 or more for irrigation runoff and overspray, so be sure to get those sprinklers fixed!

Despite some rain in recent months, the drought has not improved. In fact, for the second consecutive year, California recorded the driest January in its history, with little or no rain falling in what is normally our wettest month. But, if everyone does their part—individuals, households and businesses—Santa Monica will save an estimated 2.2 million gallons of water per day, and that can make a significant difference!

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For details about rebates, programs and water-saving tips, visit smgov.net/water or call 310.458.8972, Ext. 1.

Water Conservation Thresholds

Single-Family Customers

274 gallons per day or less (22 HCF per two-month billing cycle, as shown on the utility bill)

Multi-Family Customers

137 gallons per day per unit or less (11 HCF per unit per two-month billing cycle, as shown on the utility bill)

Commercial Customers

There is no water conservation threshold for commercial customers due to large variations in water use.

Residential and commercial water customers may apply for an increase in their water use allowance if they meet certain requirements. Request an adjustment by completing an application available at smgov.net/water or by filling one out at the Finance Department's public counter located at 1717 4th Street, Suite 150.

GET GREEN: HOW TO USE LESS WATER ON LANDSCAPING

The possibility of a severe water shortage remains a constant threat, and the city continues to explore ways to control its own water usage and encourages residents and business owners to do the same, particularly given the new mandatory water reduction thresholds.

You may be surprised to learn that, for most single-family homes, 50 percent of the water used each day goes to lawns and landscaping. Even small changes in your landscaping or watering habits can make a substantial difference. Here are some small changes that can make a big impact:



CHANGE	SAVINGS PER WATERING
Adjust sprinklers to ensure they are not creating runoff or overspray	12-15 gallons
Water in the morning when it's cooler	25 gallons
Choose drip irrigation systems	15 gallons
Add a layer of mulch to reduce evaporation and keep the soil cool	20-30 gallons per 1,000 sq. ft.
Plant climate-appropriate plants and trees	30-60 gallons per 1,000 sq. ft.
Use a dry broom rather than a hose to clean driveways and sidewalks	8-18 gallons per minute



Photography by William Short



CELEBRATE EARTH DAY WITH HEAL THE BAY

Get a head start on the celebration of Earth Day (April 22)—join Heal the Bay at the Nothin' But Sand beach clean-up just north of the Santa Monica Pier from 10 to 11:30 a.m. on Saturday, April 18. Heal the Bay will thank everyone who's cleaned the beach with free admission to its Santa Monica Pier Aquarium, 1600 Ocean Front Walk. The Aquarium will be open from 11 a.m. to 5 p.m., with ongoing special presentations on pollution and its impact on marine life, Earth Day craft projects, and a face-painting station for kids of all ages. More information is available at healthebay.org/event/earth-month-nothin-sand-beach-cleanup or by calling 310.393.6149.



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:

March 17, 24

April 14, 28

April 14 & 15 Special Meetings to discuss the Zoning Ordinance

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:

Carrie Lujan
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).

LIBRARY LINES

NATION'S MOST POPULAR YOUNG ADULT BOOK FESTIVAL COMES TO SANTA MONICA



The YA (or young adult) genre surfs into Santa Monica in a massive way on April 11 and 12, as the YALLWEST book festival holds its first annual event in our fair city. Based on the popular YALLFest event held every fall in Charleston, South Carolina, YALLWEST is an author-run and -produced book festival that will bring together nearly 80 of the biggest YA writers in the business. Because the majority of authors who put together YALLFest are Santa Monica or Los Angeles residents, they've long dreamed of a West Coast version, teaming up with the Santa Monica Public Library to finally make it happen.

As soon as the date was set, authors jumped on board. Among those already committed are blockbuster writers such as Veronica Roth (*Divergent*), Libba Bray (*The Diviners*), and Gene Luen Yang (*American Born Chinese*). Participants also include YALLWEST board members Margaret Stohl and Kami Garcia (*Beautiful Creatures*), Melissa de la Cruz (*The Vampires of Manhattan*), Ransom Riggs (*Miss Peregrine's Home for Peculiar Children*), Tahereh Mafi (*Shatter Me*), Marie Lu (*Legend*), Pseudonymous Bosch (*The Secret Series*), Holly Goldberg Sloan (*Counting by 7s*), Brendan Reichs (*Virals*), Leigh Bardugo (*Shadow and Bone*), and many more.

The festival—based at Samohi on Saturday and at the Main Library on Sunday—will largely be free of charge, with only two events requiring tickets due to expected demand. The full line-up and more information can be found on the festival website at yallwest.com.

Festival co-founder Melissa de la Cruz promises “a spirit of teen irreverence,” and fellow co-founder Margaret Stohl suggests the fest will “roll with the good-natured mess we all are.” In that same spirit, some of the board members were asked a few of the kind of silly questions likely to be heard at YALLWEST—enjoy their responses (with photos) on the following page.





Your book deadline has passed and your editor is here looking for you. Where do you hide?
Leigh Bardugo



Groups of animals have interesting names (e.g., a pride of lions). What should a group of YA authors be called?
Kami Garcia



Your book deadline has passed and your editor is here looking for you. Where do you hide?
Pseudonymous Bosch



What question should we ask you at YALLWEST?
Brendan Reichs



If YALLWEST were a classic teen movie, which would it be?
Gayle Forman



What's the oddest thing you had to Google or research for a book?
Groups of animals have interesting names (e.g., a pride of lions). What should a group of YA authors be called?
Margaret Stohl

A shelf of authors.