

WHAT'S NEW,
SANTA MONICA?
WELLBEING SURVEY
NEEDS YOU!

SPOTLIGHT,
SANTA MONICA
HOUSING PROGRAMS
AIM AT DIVERSITY

WHATS
HAPPENING,
SANTA MONICA?
JOIN THE CITYWIDE
YARD SALE!

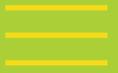


California INCLINE

.....
R E A D Y F O R T H E F U T U R E

Photograph taken August 23, 2016, as the finishing touches were being applied prior to the Incline's reopening.

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WORTH THE WAIT: AFTER 17 MONTHS, INCLINE REOPENS

With a September 1 ribbon-cutting ceremony to mark its grand reopening, another important mobility and safety improvement project is now one for the history books with the completion of the California Incline Project. This iconic gateway to the city now provides greatly improved access to and from the Pacific Coast Highway for bicyclists, pedestrians and motorists.

For cyclists and pedestrians, the old Incline bridge's four-foot wide sidewalk has been replaced with a 16-foot-wide path, separated from vehicular traffic. The new Incline boasts a smooth and seismically stronger roadway, maintaining its presence as the city's historic—and iconic—western entrance.

Over the course of the past 17 months, the old Incline was carefully removed and replaced with a modern, post-tensioned bridge that sits upon 96 concrete piles for additional safety. The bluffs on the east side of the Incline have been reinforced with 1,000 penetrating soil nails to further enhance stability. The Incline's pedestrian overcrossing and Idaho Trail into Palisades Park are being beautifully reconstructed to maximize views of the Santa Monica Bay as well as safety.

With these much-needed improvements, residents and visitors alike can more easily explore and enjoy the beauty of the city and the beach.

THANKS FOR YOUR PATIENCE!

Still More Projects Completed this Year

Whoa—there's been a lot going on in and around Santa Monica! Good news—many major capital improvement projects are now complete across the city, including infrastructure improvements, new parks, civic and cultural facilities, amenities for pedestrians and bicyclists, and parking enhancements. Here's a quick look at some of the major projects—in addition to the Incline—that have been completed recently by the City of Santa Monica:

Colorado Esplanade: This newly completed promenade, inviting to cyclists and pedestrians alike, connects the Expo Light Rail station on 4th Street to Ocean Avenue, the Pier and Tongva Park.

Expo Corridor Bike Path: You can now ride your bike from Downtown Los Angeles to Santa Monica, thanks to the completion of this project,

which features 1.3 miles of bike lanes in Santa Monica adjacent to the Expo line.

Expo Maintenance Facility: Designed and completed earlier this year to serve the light rail line, this facility puts a priority on safety, aesthetics and environmental sustainability, while also minimizing noise and traffic around the area.

COMING UP—Ishihara Park: Designed as a buffer zone facing the residential neighborhood along Exposition Boulevard to minimize visual and environmental impacts from the newly completed Maintenance Facility, Ishihara Park is scheduled to be completed at the end of January 2017.



WHAT'S NEW. SANTA MONICA?

THE WELLBEING SURVEY: ROUND TWO!

Take Our Online Poll at wellbeing.smgov.net

The concept of the City of Santa Monica's response to Bloomberg Philanthropies' 2013 Mayors Challenge was straightforward: First, define what a city needed to thrive. Second, get the data that would show how the city measured up. Third, get the community and the city government working together to take action on needed improvements.

Santa Monica's Wellbeing Project was one of just five city entries selected by Bloomberg Philanthropies to make innovation happen. The million-dollar prize enables us to get beyond economic indicators and use the science of wellbeing to understand what we're doing well, and where—and how—we, together with the community, can take steps to improve.

In April of 2015, we released the results of our very first Wellbeing Index, a collection of more than 150 findings about how people are really doing in Santa Monica in areas that matter, including community, health, economic opportunity and more. We have begun taking action on what we learned!

The listing in the box below is just a small sampling of what happens when data from our residents and our city departments are combined to drive action—and none of it could have been accomplished without the valuable input of the 2,200 residents who took part in the first Wellbeing Survey two years ago.

The goal of The Wellbeing Project is to continuously measure how Santa Monica's efforts are moving the needle on community wellbeing, identifying the areas that still have room for improvement and working on making them better. That means it's time for us to hear from you again. Please take the new Wellbeing Survey at wellbeing.smgov.net so we can see whether and how our efforts to strengthen this community are making a difference.

THE WELLBEING INDEX

2014 Survey Findings and Actions

FINDING: Santa Monicans eat 50% less fruits and vegetables than the national average.

ACTION: A collaborative program was created at Virginia Avenue Park to increase access to healthy foods by enrolling eligible residents in the CalFresh benefits program. We've also made those benefits worth more at Santa Monica's four farmers markets through the Market Match program.

FINDING: Downtown Santa Monica has a concentration of wellbeing challenges.

ACTION: The Downtown Community Plan currently being developed by the city incorporates data on strengths and challenges identified by the Wellbeing Index to ensure that challenges are addressed and strengths are supported.

FINDING: Sense of community is low across Santa Monica, with only 56% of residents indicating they feel they can count on their neighbors, compared to 80% in a nationwide survey.

ACTION: The Santa Monica Public Library has committed to becoming a wellbeing cultivator by creating events and spaces that provide opportunities for residents to come together and connect with each other at the library.

INTRODUCING: THE LONG VIEW

City Manager Rick Cole has completed one year of service at the City of Santa Monica. For the anniversary of his first year on the job, Rick started his own blog: The Long View. The blog is a place for the community to read Rick's thoughts on the future of Santa Monica, in the context of our ever-changing times. Through this blog, he explores the wellbeing of our remarkable community and hopes it will lead you to feel even more connected to your local government. Following is Rick's first post on June 29, 2016. We encourage you to visit smgov.net/blog to read recent posts and more from him in the coming months.

Exactly a year ago I became the twelfth City Manager to serve Santa Monica since local voters adopted the Council/Manager form of government back in 1947.

The City Manager's role has evolved over time—and it will continue to do so in the future. The City's Charter designates the city manager as "the chief executive officer and the head of the administrative branch of the City government . . . responsible to the City Council for the proper administration of all affairs of the City." The powers and duties are to "appoint and remove" department heads and oversee the entire City staff; prepare the annual budget and administer the City's finances; advise the Council on "future needs of the City and make such recommendations as may seem desirable; and "perform such other duties as may be prescribed by this Charter or required of the City Manager by the City Council."

Key to the job is taking the long view—keeping an eye on "the future needs of the City." In these times of rapid change, it's not enough to administer our ongoing services and programs. We need to continue to re-evaluate what we do as a city—and how we do it.

Often we compare our performance to other municipalities. On that scale, Santa Monica does extremely well. Santa Monica is one of fewer than a dozen of California's 482 cities which has a AAA credit status from all three of the financial rating agencies. The Santa Monica Fire Department is one of fewer than a dozen California fire departments with a Class One rating from the insurance industry. The Santa Monica Library is one of just two California library systems

with the top Five Star rankings from Library Journal magazine. The list of superlative rankings and awards goes on....

Yet increasingly we have to be conscious that citizens compare us to Google, Apple and Amazon. Are we applying new technology to solving problems? Are we providing excellent 24/7 access and service? Are we achieving the results that matter most to our citizens?

To better understand both our challenges and opportunities, I focused my first couple of months as City Manager practicing what the Japanese call "genchi genbutsu"—roughly translated as "go look" or "go see." The phrase comes from a Toyota training engineer who insisted that top executives have first-hand understanding of what's happening on the front line of the factory floor or the customer showroom.

For me, that meant getting out to our five libraries, our historic pier, our controversial airport, our parks and water facilities, our unusual cemetery and our unique municipal mortuary. It meant sitting down with our around-the-clock shifts at our firehouses and going out on patrol with police officers—and having coffee with library pages, traffic control officers, city planners, bus drivers and fleet mechanics. I also spent time in our neighborhoods getting to know the landscape and starting a dialogue with our active citizenry.

I learned some important lessons. The most significant were these: Santa Monica is the most complicated 8.3 square miles in Los Angeles County; we have an amazingly talented and committed city staff; and our citizens expect us to deliver the highest standards of public service.



That means the job of City Manager in Santa Monica is never going to be easy, but it is always going to be rewarding. We have the opportunity (and the responsibility) to set the bar for excellence in public service—not only to better serve our community, but as a model for other communities.

I hope this forum can contribute to our public dialogue and help build the vital partnership between our citizens and our government. I chose the title "The Long View" because sometimes it seems we live in an "attention deficit democracy." Sound bites don't do justice to the complexity of our challenges. I hope to offer substantive thoughts about "the future needs of the city"—and enjoy your thoughtful feedback on how we work together to tackle them.

Our City's motto is: *populous felix in urbe felici*. The Latin phrase is variously translated as "a happy (or fortunate or prosperous) people in a happy (or fortunate or prosperous) city." Regardless of the literal meaning, it does set a high bar. Our job is not just to administer the affairs of government. Our responsibility is to promote the wellbeing of this remarkable community. That is a shared effort—and I look forward to what we can accomplish together.

WHOOO'S CONCERNED ABOUT CLIMATE CHANGE?

The OWL On the Santa Monica Pier—and the City of Santa Monica—That's Whooo!

Take a look through the new viewing telescope on the north side of the Santa Monica Pier, just west of the beach stairs, and at first you'll see the standard sea and shore around you. But this is no ordinary telescope. This is the OWL, developed by Owlized, Inc., and soon it will talk to you and fly with you into the future, when sea level rise and storm events are forecast to change this beach. From September 8 to November 7, the OWL will also share some strategies for adapting to what nature has in store.

The OWL's virtual reality scenarios will show how Santa Monica's beach may look as the polar ice cap melts, raising the sea level and moving the shoreline to the east. While our beach is not expected to disappear, current and future generations of

residents and visitors will experience changes, and the city wants to be prepared—which is where the OWL comes in. This engaging, interactive tool will help educate the public about the effects of climate change, offering questions that the viewer answers by pushing buttons on two handles on either side.

The OWL is a venture of two city planning efforts: the Local Coastal Program Update (LCP) and the Climate Action and Adaptation Plan (CAAP). Both of these plans will utilize the latest modeling of anticipated shoreline erosion, coastal storms and flooding being developed for the California coast, including Santa Monica Bay. The LCP will contain policies to foster coastal access and recreation, as well as regulations for new development in the coastal zone consistent with

the state Coastal Act. The CAAP will evaluate public infrastructure potentially affected by climate change and propose actions to be taken in the near and long terms.

The OWL has been used at Northern California locations to help the public visualize changing shorelines and proposed development projects. Its Pier installation on September 8 marks the OWL's Southern California debut, and the City of Santa Monica hopes to gather input from as many residents and visitors as possible. So, fly on down to the Santa Monica Pier through November 7 and learn from the wise old OWL.

USC Sea Grant and the USGS are providing the research and scientific analysis for the LCP and CAAP. For more information, please visit smgov.net/localcoastalplan or sustainablem.org/climate.



MORE RIDE TIME, LESS HASSLE FOR BREEZE USERS

On August 1, 2016, a new, simplified fee structure and employee benefit program was introduced for Breeze, the region's first bike share system. Eight subscription plans were incorporated into four new offerings, making riding even cheaper for monthly, annual and student subscribers by extending daily ride time from 30 or 60 minutes to 90 minutes.

"Breeze riders have shared their love of the program, but we've also heard frustrations about a confusing menu of plans and not enough daily ride time," said Mobility Manager Francie Stefan. The new annual and monthly plans now equate to less than 30¢ and 85¢ a day, respectively. The

annual plan is the cheapest option for users who take more than two trips per month on average. Existing members will receive 90 minutes of daily ride time until their plan expires and/or is renewed under the new fee structure.

The new Breeze Bike Share Employee Benefits Program encourages employers to promote biking as an alternative to driving alone by allowing them to bulk-purchase Breeze plans for their employees for as little as \$19 per year. Companies interested in participating can e-mail info@breezebikeshare.com or call 310.828.2525.

Since its launch in November 2015, 34,000 people have taken 209,000

Breeze trips totaling 469,000 miles. Santa Monicans account for 44 percent of the total trips and LA County residents make up an additional 23 percent. In a user satisfaction survey conducted in May, 78 percent of the 741 respondents gave an overall rating of *very good* or *excellent*.

Breeze Bike Share is an important component in the City of Santa Monica's overall strategy to offer sustainable transportation options that reduce emissions and improve mobility, community health and the quality of life in Santa Monica. For more information on Breeze and other multi-modal options in Santa Monica, visit breezebikeshare.com and smgov.net/gosamo.

Annual Plan

\$99
/year

90 MINUTES
daily ride time

TIP: Best if you plan to take more than three 30-minute trips per month throughout the course of the year.

REPLACES:

Annual Basic
\$119/year for 30 min ride time
Annual Plus
\$149/year for 60 min ride time

SM Resident Basic
\$79/year for 30 min ride time
SM Resident Plus
\$99/year for 60 min ride time

Monthly Plan

\$25
/month

90 MINUTES
daily ride time

TIP: Best if you plan to use the system for less than four months, but plan to ride for more than 60 minutes per day.

REPLACES:

Monthly Basic
\$20/month for 30 min ride time
Monthly Plus
\$25/month for 60 min ride time

Student Plan

\$7
/month

90 MINUTES
daily ride time

TIP: Best if you are a college student with a valid .edu email domain and plan to take at least two 30-minute trips per month.

REPLACES:

SMC Student Pass
\$47/6 month period
60 min ride time

Pay-As-You-Go

\$7
/hour

prorated by the minute

TIP: Best if you just want to give it a try.

REPLACES:

Pay-As-You-Go
\$6/hour
prorated by the minute

SAFETY ZONE

SMPD LAUNCHES BODY-WORN CAMERA PILOT PROGRAM



The Santa Monica Police Department (SMPD) is implementing a Body-Worn Camera (BWC) Pilot Program. Beginning September 12, 2016, select uniformed police officers and civilian personnel will be outfitted with these cameras. The introduction of BWC technology will assist SMPD in collecting documentary evidence for criminal investigations and administrative investigations while enabling the department to identify areas for growth and improvement, and commendatory actions. The department is working with researchers to gather and study data collected over the course of this six-month pilot.



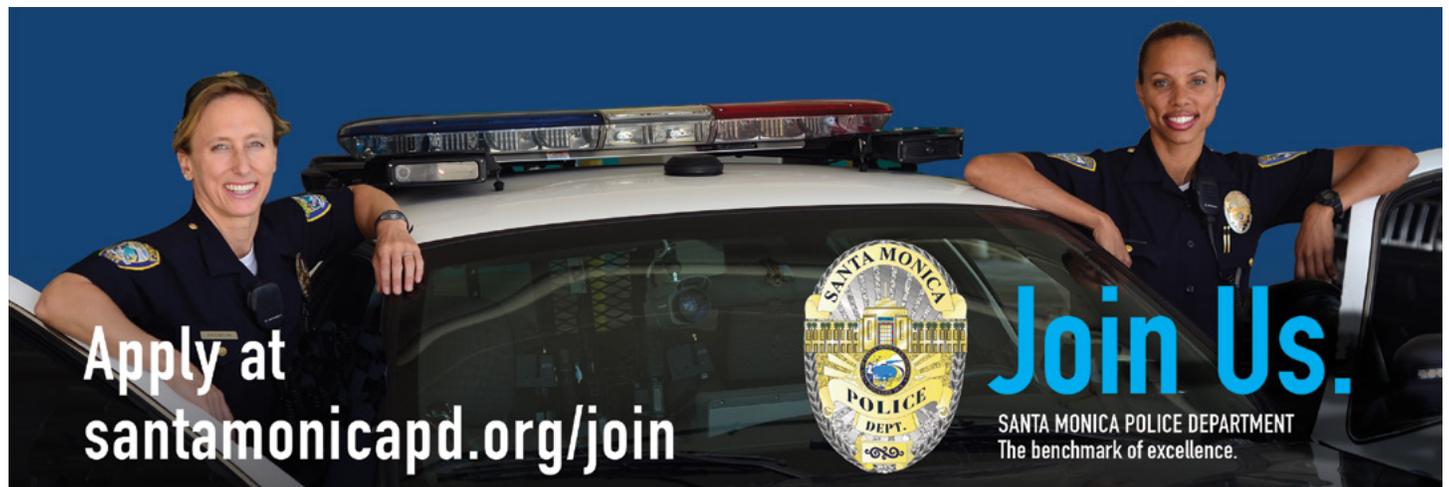
The placement of the Body-Worn Camera may be on the chest, belt or lapel area. Placement will vary depending on the officer's preference. The Pilot Program will encourage use of all three areas to assist in determining the most suitable placement.

SMPD recognizes the importance and necessity of securing and maintaining the public's trust. The BWC Pilot Program is an accepted, contemporary method for the department to enhance both accountability and transparency while improving the services provided to the Santa Monica community. The BWC technology will supplement in-car audio/video recorders officers have been using for many years.

Following the six-month period, a comprehensive and measured evaluation will be undertaken to

assess the program's effectiveness in terms of legislative requirements, the needs of the police department, and community expectations. To maximize the value of this pilot program, SMPD is working with a research team from California State University Fullerton to evaluate the effectiveness of the worn camera technology and the best practices for handling the images obtained, to determine the overall effectiveness of the policies governing the operation of the devices, and to assess changes

in behavior brought about by the presence of these cameras. In an effort to best obtain the community's perspectives regarding the BWC Pilot Program, SMPD will be seeking public participation in program surveys. Interested community members may participate by accessing a survey at santamonicapd.org/bodyworncamerasurvey. More information is available by calling 310.458.8400.



COMMUNITY UPDATE

CROSSWALKS CELEBRATE DOWNTOWN'S CREATIVE CULTURE



Be sure to look for the new creative crosswalks at Arizona Avenue and Second Street and at Broadway and Ocean Avenue! These two intersections will be getting a colorful makeover in mid-September with some paint and a spark of imagination to celebrate Downtown's unique climate, culture and experience.

The designs by Here Design, in partnership with NOW Art LA, are intended to create a sense of place, delight and surprise at the intersections. They were created with community ideas shared via an online survey, during the "I ♥ Downtown because...." community workshop, and at the COAST Open Streets pop-up parklet on Ocean Avenue.

(Top) These two designs will appear in the two crosswalk areas at Ocean and Broadway.

(Right) This square design will cover the entire intersection at 2nd and Arizona.

Commissioned as a pilot project for Santa Monica, the creative crosswalks will be in place for a limited time and will be evaluated while they are there. Designed, installed and evaluated by the city in cooperation with Downtown Santa Monica, Inc. and the Downtown Neighborhood Association, the two intersections will be repaved next year, and this pilot will inform future creative placemaking projects.



TEN FREE SERVICES OFFERED BY THE CITY OF SANTA MONICA

Are you making the transition to green energy for your home or business? There's a service for that. Are you trying to improve security for your home? There's a service for that, too. What about becoming more involved in the city? There's even a service for that. The City of Santa Monica offers a wide range of services for local businesses and residents that are entirely free! From the realm of arts and culture to security, there are many ways we're working to improve wellbeing for everyone in the community. Have your own service tip that others should know about? Let us know at seascape@smgov.net.

1 WATER USE CONSULTATION

If you're looking for ways to trim your water bill every month, this service is for you. Santa Monica's water conservation experts will visit your home or business, analyze your water use and then provide you with specific ways you can reduce consumption. They'll also point you to incentives that can help you keep saving over the long-term. Visit smgov.net/savewater to sign-up.

2 BOGO BIG BLUE BUS

For a limited time, residents (and visitors) can buy one Big Blue Bus pass and get a second one free. There are two ways to "BOGO," and a TAP card (available for \$2) is needed: Add any Big Blue Bus pass to a TAP card and another pass will be provided for free. Or, add any amount of Stored Value to a TAP card and that value will be matched, up to \$20. Stored Value can be used on the Big Blue Bus, Expo and any TAP-affiliated transit service. This offer is available only while supplies last, expected to be through September. Visit bigbluebus.com/bogo for more information.



3 SECURITY SURVEYS

Security surveys are designed to analyze and assess the safety of your residence or business, and provide you with information on ways to decrease the likelihood of a burglary or robbery. A Santa Monica Police Department crime prevention coordinator will review lighting, landscaping, locks and alarms—you name it—and make suggestions for appropriate improvements. Call 310.458.8474 to schedule an appointment.

4



GARDEN-SHARING SERVICE

Have you always imagined having a garden in your yard but not the time to tend it? Have you always had a green thumb, but not the space to garden? Join our garden-sharing registry service! This program connects homeowners who have available yard space for gardening with Santa Monicans who love to garden but need the yard. The city maintains the list, while the homeowner has complete discretion to partner with a gardener to make that perfect match. Learn more and register at smgov.net/gardensharing.

5 SANTA MONICA DIAL-A-RIDE

It can be tricky to navigate the public transit system. The city offers easy-to-use Dial-A-Ride transportation to any resident at least 60 years of age and to any resident with a disability 18 years and older. This curb-to-curb service goes to any location within Santa Monica, seven days a week. On certain days, trips are offered to select medical facilities outside of Santa Monica, and monthly shopping trips are also offered. Just pick up the phone to schedule a reservation, or visit smgov.net/dialaride.

6 CITY SOLAR

Ready to go solar? Let Solar Santa Monica help you get there. Solar experts will come to your home or business and analyze the space, then provide technical advice for navigating the evolving rules, incentives and financial options. Experts can even estimate how much electricity solar installations will produce for your space. See the power of clean energy! To learn more, visit solarsantamonica.com.

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 TEN FREE SERVICES CONTINUED ON NEXT PAGE

TEN FREE SERVICES

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7 THE PALETTE

Are you always hearing about cool arts and culture events ... after the fact? Sign up for *The Palette* and never miss an event again! This weekly email highlights art and cultural events happening in Santa Monica every Thursday through Sunday. News about artistic events comes straight to your inbox every Wednesday. Go to smgov.net/artsignup to join the e-list.



8 HAZARDOUS WASTE CURBSIDE PICK-UP

Unsure where to place household waste that shouldn't go into your trash, recycle or compost bins? No worries—schedule an appointment and the city's Hazardous Waste Curbside Pick-up service will take it off your hands! Visit stericycleenvironmental.com/santa-monica for more information and to schedule a pick-up.

9 CIVIC ENGAGEMENT

The city offers a variety of courses to get residents and visitors more involved in the life of the community. The Santa Monica Police Department's Community Police Academy (santamonicapd.org/communityacademy) provides an inside look at local law enforcement and an overview of SMPD's functions, responsibilities and operational procedures. Santa Monica CERT (smgov.net/cert) is a community-based, federally recognized disaster response training program taught by local public safety personnel and first responders. And The People's Academy, (academy.smgov.net), a certificated course open to all, teaches participants the functions of local government and offers the chance to meet the leaders of different civic institutions.

10



SANTA MONICA GO

Is there another city service you're looking for that's not here? Visit Santa Monica GO online at smgov.net/go or download the app for iPhone or Adroid. You can submit comments, complaints and service requests that will be automatically delivered to the right city staff member. To make sure you know your requests aren't sent into a black hole, you'll get a tracking number right away and a response within ten days. We look forward to serving you—and GO helps us serve you better.

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 9 and 23, and October 7 and 21). Effective September 6, payment and permit counter services will be available from 8 a.m. to 5 p.m. daily, except on alternate Fridays beginning September 16.

PROTECT YOUR IDENTITY WITH FREE PAPER SHREDDING on Saturday, October 8! Residents may bring up to 25 boxes (maximum 12"x17"x9") for safe, secure shredding at the City Yards, 2500 Michigan Avenue. Electronics recycling is also available. Visit smgov.net/r3events or call 310.458.2223 to learn more.

THE LANDSCAPING REDESIGN PROJECT AT PALISADES PARK, adjacent to the Santa Monica Pier entrance at Ocean and Colorado avenues, was completed in mid-July. The project included installation of drought-tolerant plantings, relocating signage for the Tree of Life (a newly designated Heritage Tree!) and erecting steel posts with attractive cabling to protect the sensitive planting areas. Check it out on your way to the beach or Pier this summer!

TRAVEL SMARTER

SAFE ROUTES BACK TO SCHOOL

Thinking Outside the Crosswalk

Back-to-school time marks new beginnings for students and their parents. Why not change it up this year by trying a new mode for getting there? And we're not just talking about walking and biking—ride the bus or Expo line, start a carpool, or even pull out those old roller skates. You could be pleasantly surprised to find how fun and easy the change can be. Join Santa Monica parents who are getting their kids to school safe, energized and excited to start their day.

Walking School Bus: This is a group of children walking safely to school with one or more adults. If that sounds simple, it is, and that's part of the beauty of the walking school bus. It can be informal—say, two families taking turns walking all the children to school—or structured, with a specific route that includes meeting points, a timetable and a regularly rotated schedule of trained volunteers. The flexibility of the walking school bus makes it appealing to try with school and neighborhood friends.



Bike Train: This variation on the walking school bus involves adults riding or walking with children riding their bikes to school. Bicycle trains offer a safe, fun way alternative and are best suited to older elementary school-age children. Before starting, it's recommended that children learn and practice bicycle handling skills and rules of the road. Take advantage of a Kidical Mass event this fall or winter to practice riding skills with friends and family.



Cargo Bikes (AKA Family Bikes): Want to get out of the car but just can't because of all that *stuff* (books, bags, lunches, instruments, sports equipment, etc.)? A cargo bicycle may be the perfect remedy. These utility vehicles are designed to safely and efficiently haul your gear and your children. If you're concerned that the added load may be too strenuous on hills or over longer distances, there are plenty of electric-assist models available.



Small Wheels: Skateboarding and scootering have expanded from recreation into a recognizable form of transportation. Kids love them, too. They are a great option for trips that are too far to walk but too close to justify getting on a bicycle or into a car. Most importantly, skateboarding and scootering offer a great way to exercise and have fun at the same time. Just be sure your kids yield to pedestrians and use protective equipment when they ride.



DON'T FORGET TO BIKE IT! WALK IT! BUS IT! October 5 is the 20th annual National Walk to School Day. SMMUSD schools will observe BIWI during the week of October 3 to 7—keep an eye on santamonicasaferoutes.org to learn when your school(s) will celebrate.

For more information about the City of Santa Monica's Safe Routes to School program, visit santamonicasaferoutes.org, call 310.458.2201, ext. 2120 or e-mail cory.keen@smgov.net.

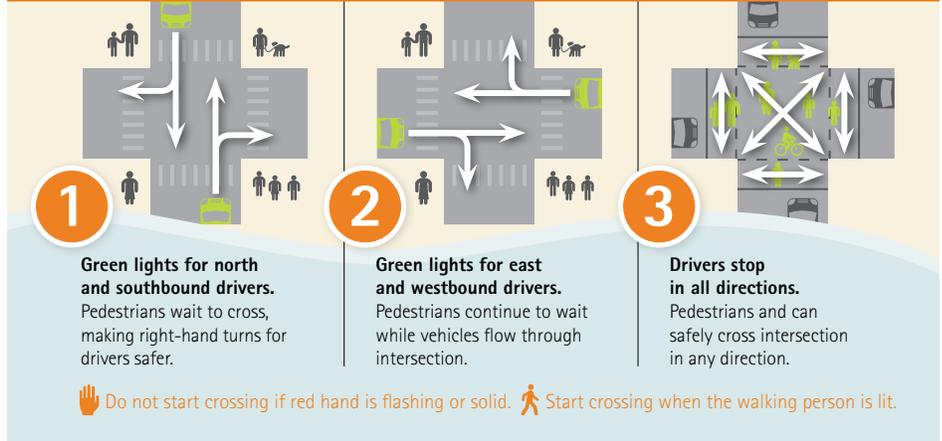
WALK THIS WAY: CROSSING THE "SCRAMBLES"

Have you used the Downtown all-way crossings? Twelve "pedestrian scrambles" went live in June, inviting people to walk across an intersection in all directions, including diagonally, when they get a "walk" signal.

These crossings are installed on Second and Fourth Streets, from Colorado Avenue to Wilshire Boulevard in Downtown, and at Colorado/Ocean Avenue and Wilshire/Third Street. The dedicated walk phase helps to reduce conflicts at each intersection, and enables pedestrians to cross safely when it's their turn. Just remember to wait for the walk signal!

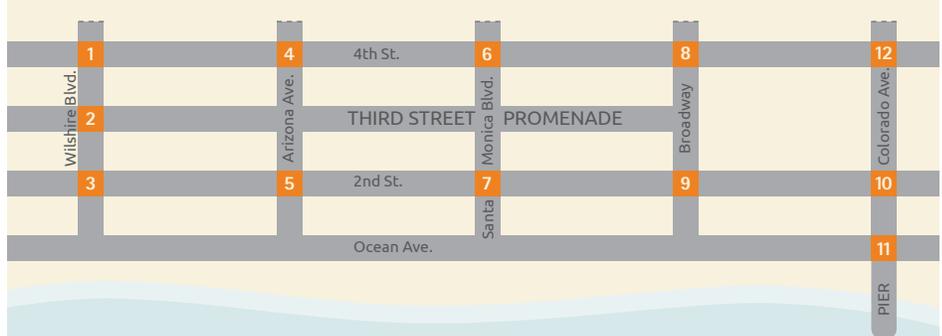
PEDESTRIAN SCRAMBLES 12 NOW OPEN IN DOWNTOWN

The 3 Stages of Pedestrian Scrambles and How to Use Them:



Find Pedestrian Scrambles at the following locations:

- 1) Wilshire Blvd. + 4th St.
- 2) Wilshire Blvd. + 3rd St.
- 3) Wilshire Blvd. + 2nd St.
- 4) Arizona Ave. + 4th St.
- 5) Arizona Ave. + 2nd St.
- 6) Santa Monica Blvd. + 4th St.
- 7) Santa Monica Blvd. + 2nd St.
- 8) Broadway + 4th St.
- 9) Broadway + 2nd St.
- 10) Colorado Ave + 2nd St.
- 11) Colorado Ave + Ocean Ave.
- 12) Colorado Ave + 4th St.



Visit smgov.net for more information on the City of Santa Monica Pedestrian Action Plan.

RIDING EXPO: YOU HAVE QUESTIONS, WE HAVE ANSWERS

Riding the new Metro Expo trains in Santa Monica is really convenient whether you're moving around the city or traveling toward Downtown Los Angeles. But, as with all new services and opportunities, there are questions about how to make use of them—so we've pulled together answers to the most-frequently asked questions about using the Expo line.

Where can I purchase a TAP card in Santa Monica?

The most convenient locations are at one of our three Expo stations (Downtown Santa Monica at 4th and Colorado, 17th St./Santa Monica College, or Bergamot/26th St.). TAP cards are also available at City Hall and Blue: The Transit Store at 1444 4th Street.

on your TAP card. When boarding the bus, simply tap your card on the validator to use the transfer. If paying with cash, purchase a "Metro-to-Muni" transfer at one of the TVMs after you exit the train. You will receive a paper transfer to be given to the Big Blue Bus operator when boarding. All transfers are valid for two hours and are good for one transfer only.

How do I transfer between a Big Blue Bus and EXPO?

Transfers between Big Blue Bus and Expo cost 50¢. When boarding a Big Blue Bus and transferring to a Metro Rail station, ask the operator for a Metro Rail transfer and pay the transfer fare in cash. You will then receive a special TAP-enabled transfer that you can tap on the validator/turnstile when arriving at the train station. When leaving the train to board a bus and you're paying with Stored Value on a TAP card, purchase an "E-Transfer" at one of the station ticket vending machines (TVMs) after you exit the train, and it will be loaded directly

Where can I find a Breeze Bike Share near an EXPO station?

With 500 Breeze bikes available for rent in Santa Monica, you can find one near all three of Santa Monica's Expo stations. There are 28 Breeze bike racks next to the Downtown Santa Monica station at 1623-1649 4th St., 26 across from the 17th St./Santa Monica College station at 1610 Colorado Ave., and nine bike racks near the 26th St./Bergamot station at 2600-2774 Olympic Blvd.



Where can I park my own bike at an Expo station?

Conveniently park your bike at any of the city's three Expo stations. You can store your bike for free at a rack or rent a locker. There are ten bike racks at the Downtown station, ten racks and 16 lockers at the 17th St./Santa Monica College station, and six racks and eight lockers at the 26th St./Bergamot station.

How can I pick up or drop off people at an Expo station?

Each station has a designated space to pick up or drop off passengers, also known as "kiss and ride." At the Downtown Santa Monica station, this area is the site of the former Sears Automotive parking lot at 1636 5th Street. Just south of that lot is Lot 29, a public pay-by-space parking lot with a three-hour time limit. There's also a taxi stand at 2nd and Broadway. At 17th St./Santa Monica College, there's a taxi stand, and on Friday and Saturday nights, you'll be able to use the "Blue at Night" service from the station, with a flat \$3 charge for a taxi to most destinations in Santa Monica. Vehicles may also be parked at one of 67 spaces (13 of which are reserved for monthly permits) at the 17th St./Santa Monica College station.



Photos by SadoFoto

With new and improved mobility choices, exploring the newly connected Santa Monica is both easy and fun. GoSaMo has partnered with some of our friends in the community to show us the many fun and different ways to explore the city using public transportation.

Three “tryathlon” guides at smgov.net/tryathlon are meant to inspire you to discover new places and to try getting to them in easy and fun ways. They’re mobile-friendly and easy to use, so invite your friends and family, and get going on your tryathlon adventure! Choose from among the three options on the website—history, food or culture—or design one to suit your personal interests!

Here are 5 easy steps to help you create your own tryathlon.

- 1. Determine the theme of your tryathlon:** Is it food, history, workout, nature, art, happy hour, family-friendly?
- 2. Put together a list of spots that fits your theme:** For example, food is the theme for our tryathlon, which includes ChaCha Chicken, Philz and Sidecar Doughnuts. Try to find five to seven different locations.
- 3. Map your route by adding the locations on Google Maps:** Choose the transit option to find the bike, bus, train-friendly routes. TIP: Believe it or not, walking may sometimes be faster!
- 4. Mark your tryathlon date on your calendar and gather a small group to join you:** If you’re inviting friends or making this a public event, try creating a Facebook event. It’s always a good idea to send a friendly reminder a day or two before it happens.
- 5. On the day of your tryathlon, snap photos along the way and remember to share on social media using #GoSaMo:** We’ll be giving out GoSaMo swag to all tryathlon participants using the hashtag. To have your tryathlon featured on GoSaMo, please send details and photos to communications@smgov.net.

Ride Blue to School!

A discounted Big Blue Bus monthly youth pass is available on TAP!

Big Blue Bus (BBB) offers a safe, affordable, and convenient ride to school. With TAP, parents and students alike can avoid the hassles of carrying cash or buying paper passes!

\$28 30-Day Youth Pass

Do you ride daily? Save money by getting a 30 Day Student Pass! This pass gives you unlimited rides on local BBB routes for 30 consecutive days from activation. Take advantage of the \$10 discount on this pass through December 2016.



Questions?

Call us at 310-451-5444 or visit BigBlueBus.com/School

bigbluebus

SPOTLIGHT SANTA MONICA

SANTA MONICA STRIVES TO MAINTAIN AN INCLUSIVE AND DIVERSE COMMUNITY



Investing
IN THE
FUTURE
OF
SANTA MONICA

More than half of Santa Monica families—those with incomes of less than \$75,000 per year—cannot afford to rent the average one-bedroom apartment at \$2,075 per month. In today’s local market, a household must make \$83,000 to afford the typical one-bedroom apartment, and \$112,000 for a two-bedroom apartment here. Finding affordable housing in Santa Monica is problematic, as the supply of affordably priced residences has declined from 60% to only 32% since 1998. Several hundred affordable rent-controlled residences are vacated every year and re-rented at market rates.

Concern about this trend is highlighted in a recent report by the Santa Monica Housing Commission to City Council that stated, “Santa Monica historically has been a community that welcomed and provided housing security to residents at all economic levels, but this hallmark of our community is steadily eroding.” In a recent survey of residents, three-quarters of respondents said that they are concerned that the rising cost of housing will turn Santa Monica into a place where only the wealthy can live. City Council recognizes the urgent need to address affordable

Income Needed to Afford Average Rent		
# of Bedrooms	2015 Median Rent *	Income Needed to Afford Median Rent
1	\$2,075	\$83,000
2	\$2,800	\$112,000

* Santa Monica Rent Control Board

INCLUSIVE AND DIVERSE COMMUNITY

CONTINUED FROM PREVIOUS PAGE

housing opportunities as a key component of its goal to “Maintain an Inclusive and Diverse Community.”

A 2015 analysis concluded that about 17,000 residences in Santa Monica are affordable to low- and moderate-income households (with incomes of less than \$75,000). However, the analysis further indicated it’s likely that about 6,000 households are living in residences that they cannot afford. A recent city survey of residents living in rent-controlled residences confirms this situation, finding that many survey respondents are rent-burdened (see *chart on next page*).



Several inspired and innovative strategies which complement direct investment in affordable housing are underway, such as:

1 HOUSING VOUCHER RENT INCREASES

Housing vouchers are issued to Santa Monica low-income residents and workers to subsidize rents, but the amount of federally provided subsidy has been inadequate to compete with rents in the local rental market. In January 2016, the Santa Monica Housing Authority requested an increase in the voucher rent subsidy, which was approved in April. While in 2015 only six voucher holders secured an apartment under the rent standard, in July 2016, 12 families have found landlords in Santa Monica willing to accept the new voucher rent

amounts and leased an apartment. Approximately 1,000 households in Santa Monica participate in the Section 8 Housing Choice Voucher program.

2 PILOT PROGRAMS

The “HOUSE” pilot program currently underway offers financial incentives to landlords who rent to Santa Monica residents or workers who hold a voucher and are low-income. The program offers support to landlords with a “liaison” staff dedicated to assist them. The “POD” pilot program—set to begin in 2016—will assist approximately 50 long-term, low-income residents living in rent-controlled apartments who pay more than half of their income toward rent. The residents’ portion of their rent will be reduced to diminish the risk of displacement.

3 REGULATING SHORT-TERM APARTMENT RENTALS

A new ordinance prohibits short-term rental of apartments to prevent the supply of housing from being further diminished; given high demand for housing in Santa Monica, maintaining the existing supply of housing helps mitigate the pressure that demand exerts on rent levels.

4 IMPLEMENTATION OF THE MINIMUM WAGE

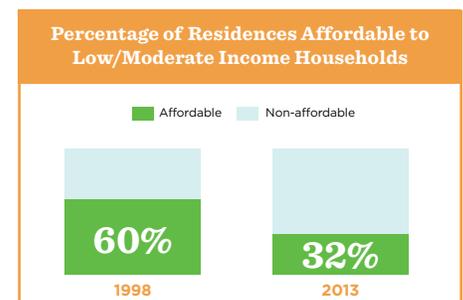
Santa Monica’s new minimum wage law, which took effect on July 1, 2016, raised that wage to \$10.50 per hour, with annual increases reaching \$15.00 per hour by July 1, 2020. The purpose of the minimum wage increase is to enhance Santa Monica workers’ ability to live here. However, a full-time employee earning \$10.50 an hour would earn just \$21,840 annually—only 26% of the required annual income to live in a one-bedroom apartment in Santa Monica.

While measures to increase worker incomes through wage adjustments may help, the most effective local tool for maintaining inclusivity and economic diversity is to invest in the preservation and production of



housing that is affordable to a variety of people, including working families, seniors and persons living with disabilities. Santa Monica’s ability to increase housing opportunities was dealt a near-fatal setback in 2012 when the California Legislature dissolved redevelopment agencies and eliminated 90% of Santa Monica’s affordable housing funding. At that time, the city’s redevelopment agency was investing approximately \$15 million annually to create affordable housing for residents and local workers. The money was used to preserve existing affordability through acquisition and rehabilitation and assist seniors, persons with disabilities, families, and people transitioning from homelessness. The City of Santa Monica is exploring new avenues for funding its affordable housing programs in order to achieve the goal of maintaining an inclusive and diverse community.

For more information on these and other affordable housing programs and strategies, please visit smgov.net/housing or call 310.458.8702. To learn more about Santa Monica’s minimum wage law, go to smgov.net/minimumwage.

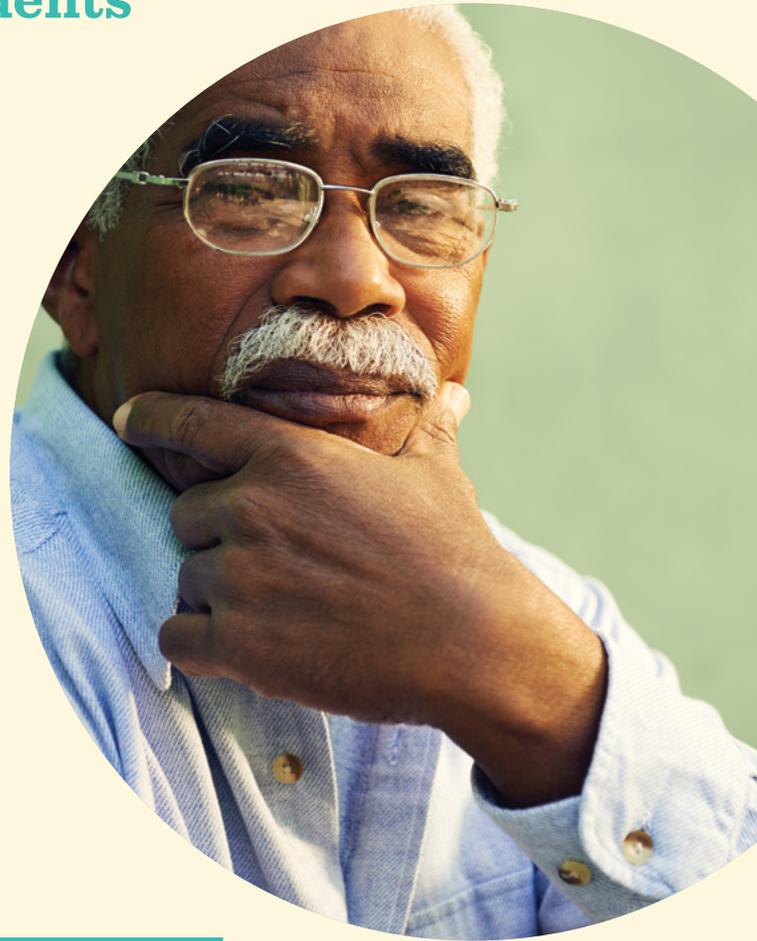


Our Long-Term Senior Residents Struggle to Pay Rent

Results of the July 2016 Renter Needs Survey indicate that Santa Monica’s long-term elderly are among the city’s poorest and most severely rent-burdened residents. The goals of the survey were to learn more about the magnitude of rent burden among rent-controlled households and to serve as a pre-application for a pilot rent subsidy program.

The survey found that rent burden is disproportionately impacting residents who have lived in Santa Monica more than 20 years. Within this group, the lowest-income and most severely rent-burdened residents average 68 years old with an average household size of 1.2 people and an average \$1,019 monthly income.

To address local rent burden and to reduce the possibility of displacement among low-income, long-term residents, the City Council took action in June to fund a pilot rent subsidy program. The pilot program will serve a limited number of households and is anticipated to roll out in late 2016.



Survey Quick Facts

SEVERELY RENT-BURDENED

176 HOUSEHOLDS (39%)

RENT-BURDENED

176 HOUSEHOLDS (39%)

NOT RENT-BURDENED

103 HOUSEHOLDS (23%)

WHO IS CONSIDERED LOW-INCOME?

Household Size	Maximum Annual Income		
	Extremely Low	Very Low	Low
1	\$18,250	\$30,400	\$48,650
2	\$20,850	\$34,750	\$55,600
3	\$23,450	\$39,100	\$62,550
4	\$26,050	\$43,400	\$69,450

WHAT IS RENT BURDEN?

Rent burden is when rent costs equal more than 30% of household income. Severe rent burden is when rent costs equal more than 50% of household income.



WHAT'S HAPPENING, SANTA MONICA?

ANNENBERG COMMUNITY BEACH HOUSE

September - October

Beach = Summer into Fall

Even after Labor Day, the beautiful Beach House pool will be open on weekends from 11 a.m. to 5 p.m. through October 2, as well as on Monday, October 3, when SMMUSD schools will be closed. Reserve parking, pool passes and canopies on these weekends, too. Weather permitting, Pop-Up Pool days will pop up throughout the year!

The season's last Sunset Swim for adults (18+) is on Friday, September 9 from 7 to 10 p.m. It's a chill night at the pool with S'mores while they last! If the weather holds, we'll schedule one for October, too.

Beach = Well Being

Enjoy year-round yoga—with an ocean view—every Monday, Wednesday and Friday morning from 9 to 10, with instructors from Santa Monica Yoga.

Beach = Culture

On Tuesday, September 20, enjoy a Red Hen Press reading with Aimee Bender, Brendan Constantine, Brian Doyle and Ron Koertge.

Now through September 26, *The Language of Landscape*, an exhibition featuring SoCal-based artists Christine Nguyen, Pam Posey, John Dembski and Melissa Huddleston, is on view. The exhibit features representational and abstract vistas using drawing, painting and mixed media to express the intersection of inner and outer realities.

Throughout October, view drawings from the Land Art Generator Initiative competition in the gallery. This "ideas challenge" invited artists, designers and engineers from around the globe to create a site-specific public artwork that is not only beautiful but also harnesses energy cleanly from nature, converting it into electricity



and/or drinking water for the city. The 2016 design site offered participating teams the opportunity to utilize wave and tidal energies as well as wind, solar and other technologies.

Last but not least, stop by the Beach House pool over the weekend of October 14-16 for a unique underwater art installation experience by Machine Project! See our website for details.

Visit annenbergbeachhouse.com to join our email list and receive notices of Beach=Culture events, Pop-Up Pool Days and all that the Beach House has to offer.



THE BUY LOCAL HEALTH AND FITNESS FESTIVAL

Saturday, September 10, 11 a.m. to 4 p.m.

The Buy Local Health and Fitness Festival is coming to the Santa Monica Civic Center on September 10. Enjoy food, pop-up shops, Bike Rodeo and lots of kids' activities, plus give-aways and raffle prizes. Visit interactive booths featuring friendly therapy dogs, fitness centers, massage specialists, health screenings and more.

This free event brings together local businesses, services and nonprofits for a fun-filled day that also raises awareness of the economic, environmental and community benefits of thinking—and buying—local first. Visit smchamber.com/wblf for more information.



COME OUT FOR COASTAL CLEANUP DAY!

Saturday, September 17, 9 a.m. to 12 p.m.

This year, the largest volunteer day on the planet falls on September 17—and we're looking for a lot of help for just three short hours (9 a.m. to 12 noon)! Coordinated in the LA area by Santa Monica's own Heal the Bay, Coastal Cleanup Day draws thousands of people from across the county to pick up trash at 50 area locations, including

multiple sites along local beaches. How big a deal is this one-day activity? Consider that *more than 22,500 pounds* of debris were removed from beaches, streams and other waterways and parks at the 2015 event!

In addition to the good feeling you'll get from participating in this

worldwide event, local volunteers are rewarded with free admission to the Santa Monica Pier Aquarium afterward, from 12:30 to 5 p.m. on Saturday.

Visit healthebay.org/volunteer/coastal-cleanup-day-1 for more information and to register.



REPURPOSED **REUSED** RESOLD TREASURES
 SANTA MONICA  CITYWIDE
YARD SALE
SATURDAY Sept. 24th 2016
 {8AM - 3PM}

Join your neighbors and host your own sale right in front of your own home. Let the City of Santa Monica handle the advertising for you.

For more information visit www.smgov.net/r3events
 Resource Recovery & Recycling Division 310.458.2223



HALLOWEEN WEEKEND FUN AT THE PIER AQUARIUM



Saturday and Sunday, October 29-30

Just in time to give that Halloween costume a trial run, the annual Fishy Fest returns to the Santa Monica Pier Aquarium on October 29 and 30, 12:30 to 5 p.m. Celebrate your freakiest Halloween ever with glow-in-the-dark fun in the mad scientists' lab, shiver to spine-tingling talks about creatures of the deep, and find your way through a fun, new maze that will challenge all to think twice about using plastic bags. And be sure to stop by the craft table to make your Dia de los Muertos (Day of the Dead) mask. At 3 p.m. on Sunday, put on your mask and join a ghoulish trick-or-treat parade around the Pier.

The Aquarium is located beach-level at 1600 Ocean Front Walk, just below the Carousel at the Santa Monica Pier. More information is available at healthebay.org/aquarium or by calling 310.393.6149.

BUY LOCAL, GIVE LOCAL WEEK

October 15 to 22

Shop, Eat and Play Local in support of our community! Each year, Buy Local Santa Monica merchants and businesses partner with local nonprofits to raise funds for important causes. Eat2Give is the kick-off event on Saturday, October 15. That day, Santa Monica restaurants will donate a percentage of their sales with local schools and charities. See buylocalsm.com/events and eat2give.com for details.

CELEBRATE DIA DE LOS MUERTOS



Sunday, October 30,
12 to 4 p.m.

Join in the city's fifth annual celebration of life and death featuring music, crafts, food and more at Woodlawn Cemetery, 1847 14th Street. Visit smgov.net/dia for details.



A NEW SEASON OF EVENTS AT THE MILES

September and October

RUBANS ROUGES DANCE COMPANY presents *Red Ribbons - Shattered Innocence* Friday and Saturday, September 9 and 10 at 8 p.m., with a special-guest show on Sunday, September 10 at 2 p.m. Tickets and information available by calling 310.890.8285 or on-line at rubansrougesdance.com.

THE COLONIALS present William Shakespeare's *The Tragedy of Hamlet; Prince of Denmark* Friday and Saturday, October 7-8, 14-15, 21-22, and 28-29 at 8 p.m., and Sunday, October 16 and 23 at 2 p.m. For tickets and information, call 310.804.6745 or visit theatreforasmallspace.com.

Visit MilesPlayhouse.org or find us on Facebook [@milesplayhouse](https://www.facebook.com/milesplayhouse) to learn more about events and activities.

WISE & HEALTHY AGING CLASSES FOR BETTER LIVING

To support the well-being of older adults in Santa Monica, the nonprofit WISE & Healthy Aging offers free community courses in fall prevention, chronic disease self-management and controlling and preventing diabetes, as well as caregiver training and a specialty course on Alzheimer's disease and dementia. All are recognized nationally as effective, research- and evidence-based programs.

Classes are held at the Ken Edwards Center, 1527 4th Street. Call Dr. Miriam Caiden at 310.394.9871, ext. 264, for the complete class schedule.

SUSTAINABLE SANTA MONICA

CONSERVATION AND "ONE WATER" KEYS TO OUR SUSTAINABLE FUTURE

California's extended drought brought out Santa Monica's true can-do spirit. The community didn't just meet state-mandated water conservation targets, it began the hard work of reimagining our city landscape with real, on-the-ground results. And the hope is that this resolve to save water can be extended for the near and long term, as we are dry—very dry—and experts say this is part of a new normal.

Add in the expected impacts of climate change and we have the basis for City Council's decision to maintain Santa Monica's drought emergency declaration.

Yes, heavy rains filled reservoirs in Northern California, but *only five inches* of rain fell in the Los Angeles area during the recent rainy season, significantly below the region's 14-inch average—let alone the 30 inches of rain that was anticipated from this winter's El Niño. Hydrologists tell

us that we will need at least three consecutive years of above average-rainfall to return to pre-drought conditions. But forecasters project a dry winter in 2016-2017, potentially deepening the drought in this part of the state.

The city is currently implementing a strategic plan to become water self-sufficient, in which we wean ourselves off of imported water in a shift to our own groundwater sources. Success depends upon reducing demand from customers and leveraging non-traditional sources including rain, urban runoff, waste water and even brackish groundwater, to create a sustainable and resilient water supply conceptualized as the "One Water" approach. For the first time, changes in regulations now permit the use of new technologies in Los Angeles County, including off-the-shelf systems that allow buildings to capture rainwater for flushing toilets, and small treatment plants that tap



into sewer lines under our streets to filter for reuse the water that we now flush away. But what is also needed is an evolution of attitudes about water use, as well as the necessary financial and infrastructure investments to make this approach viable.

The city is becoming more resilient, more flexible and moving toward "One Water" because we cannot wait for the rain that may never come in the quantities necessary to end drought. It also means that individuals must take the deep dive on water efficiency simply because it is the right thing to do. Are you ready to take the plunge? Learn more at smgov.net/water.

WOODLAWN CEMETERY BRINGS GREEN BURIAL TO SANTA MONICA

"Green" or natural burial is a way of caring for the dead with minimal environmental impact, utilizing biodegradable materials such as wooden caskets or shrouds with no metals, cement vaults or embalming chemicals. In keeping with the City of Santa Monica's commitment to sustainability, Woodlawn Cemetery, Mausoleum & Mortuary now offers green burial as an eco-friendly alternative to standard interments.

Designed by Happy Earth, LLC, and developed by Mystic Water Gardens, the "Eternal Meadow" green burial section at Woodlawn was completed

in August, providing space for 364 plots as well as room for cremated remains. Necessarily larger to prevent the disturbance of neighboring plots, green burial gravesites will cost approximately \$14,000, compared to \$10,000 for a conventional plot. Woodlawn will also offer in-home funeral services to complement green burials.

In keeping with the green burial concept, Eternal Meadow will maintain a natural look without headstones or markers. Instead, grass and drought-tolerant plants that are native to California will be featured, with



families allowed to plant wildflowers provided by Woodlawn after burials.

Woodlawn, the second cemetery in the Los Angeles area to offer this service, is certified as a Hybrid Cemetery by the Green Burial Council, which leads the way in the green burial movement. For more information, please call 310.458.8717 or email woodlawn.cemetery@smgov.net. (FD #2101)

SUSTAINABLE SANTA MONICA

COOKING WITH SANTA MONICA FARMERS MARKETS

Baked Breakfast To-Go Tacos With Salsa Verde

INGREDIENTS (serves 6)

- 6 4-inch corn tortilla shells, room temperature
- Olive oil
- 6 medium eggs
- 1/2 small white onion, chopped
- 1 medium sweet potato, cubed into small pieces
- 2 ounces cotija, feta or any crumbly cheese
- Fresh cilantro, chopped
- Salt and pepper to taste
- Salsa verde (see recipe below)

INSTRUCTIONS

Preheat oven to 350°F. Heat olive oil over medium heat in a medium skillet. Add onion to skillet and cook for 4 to 5 minutes, until soft. Add in sweet potato cubes and cook, stirring occasionally, for 5 to 7 minutes. Add salt and pepper to taste. Remove from heat.

Prepare six muffin tins or ramekin dishes by spraying liberally with olive oil. Take each tortilla and cut a slit from the middle to the outer edge to prevent cracking. Carefully work tortilla shell into tin or ramekin, folding over itself to form a funnel shape.

Layer each cup with sweet potato mixture on the bottom, salsa verde and crack an egg over the top of each cup. Place in the oven for 16 to 18 minutes, until the egg white is set. Sprinkle a bit of the cheese onto each cup and top with fresh cilantro and remaining salsa verde.



TO PREPARE SALSA VERDE

- 8 ounces tomatillos, husks removed
- 1-2 jalapeño peppers, depending on spicy preference
- 1 clove garlic
- 1/4 c. chopped onion
- 1/4 c. cilantro
- 1 tsp. sea salt

Turn broiler on high. Put tomatillos, pepper and garlic in a oven-safe dish and place on the highest rack until darkly roasted, about 4 to 5 minutes. Turn over to roast the other side for another 4 to 5 minutes. Place contents in a blender or food processor with remaining ingredients and blend.

INGREDIENTS FOR THIS RECIPE WERE PURCHASED AT THE WEDNESDAY FARMERS MARKET IN DOWNTOWN SANTA MONICA

- Tomatillos and cilantro**—Jimenez Family Farms
- Eggs and onion**—Schaner Family Farms
- Sweet potato, garlic and jalapeños**—Milliken Family Farms
- Cheese**—Drake Family Farms

Special Note: Fresh roasted jalapeños will be available for purchase at the chile roast held each Saturday in September at the Virginia Avenue Park Saturday Market!

This recipe is courtesy of Emma D'Alessandro, a farmers market enthusiast and avid volunteer, educator and food blogger; find more from and about her at cravingnature.com.



SEE YOU AT THE FARMERS MARKETS!

- WEDNESDAYS**
Arizona Ave @ 2nd St
8:30 a.m.-1:30 p.m.
- SATURDAYS**
Arizona Ave @ 3rd St
8:30 a.m.-1 p.m.

- SATURDAYS**
Virginia Avenue Park
8 a.m.-1 p.m.
- SUNDAYS**
2640 Main St,
8:30 a.m.-1:30 p.m.

FOODIE AND FAMILY FRIENDLY EVENTS AT THE SANTA MONICA FARMERS MARKETS!

Chile Roast at the Virginia Avenue Park Market every *Saturday in September*

Pumpkin Decorating for Kids on *Sunday, October 23* at the Main Street Market

All-You-Can-Carry Pumpkin Patch on *Wednesday, October 26* at the Downtown Market. Just \$5 for all the orange orbs you can manage at one time!

MORE PRESERVING CLASSES AT THE VIRGINIA AVENUE MARKET

September 24: Dehydration (fruit and veggie roll-ups)
October 22: Pressure canning (vegetable soup)
November 19: Holiday gifts in jars and food safety
(No class in December)

Fall Preserving Classes are held every fourth Saturday of the month in the Thelma Terry Center at Virginia Avenue Park from 10 a.m. to 12 noon. Learn hands-on techniques for preserving fresh produce from the Santa Monica Farmers Market and Slow Food Preservers Los Angeles. Classes are free, but registration is required at smfms.eventbrite.com.

Virginia Avenue Park, 2200 Virginia Avenue, is served by Big Blue Bus Line No. 7. The park and facilities are wheelchair accessible.



BAND SCHEDULE FOR THE SUNDAY MAIN STREET FARMERS MARKET

Enjoy some great, live music while you shop!

September 4	Masanga Marimbas
September 11	Chelsea Williams
September 18	Mark Wilkinson
September 25	The Backboners
October 2	Del Rey Community Jazz Band
October 9	Praties
October 16	Jennifer Paskow
October 23	TBD
October 30	The Standards

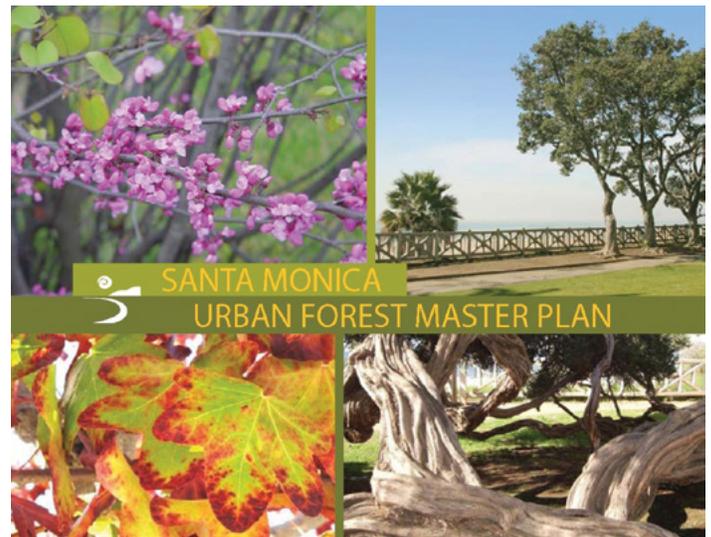
ENHANCING RESILIENCE OF OUR URBAN FOREST

Santa Monica's Urban Forest Master Plan (UFMP), adopted by the City Council nearly five years ago, is the guiding document for the perpetuation and maintenance of the more than 33,000 public trees that grace our community. It is necessarily a living document, as well, one that can be reshaped to reflect environmental changes and other needs determined by city staff's work with the community.

Over the past ten months, the staff has worked alongside a subcommittee of the Council-appointed Urban Forest Task Force to revise the UFMP's Street Tree Designations. This list divides up the city's streets into nearly 400 segments and identifies replacement species for each one. The revisions are based on criteria such as drought tolerance, nursery stock availability, and "right tree for the right place" assessments that include parkway width and the presence or absence of overhead wires. The main goal of this revision is to add diversity and resilience to our urban forest, thus strengthening the sustainability of one of our most valuable assets and enhancing the many benefits that trees provide.

Staff members have been meeting with city commissions and neighborhood groups to share the proposed UFMP changes and solicit feedback. Their final recommendations will be submitted to the Urban Forest Task Force at its meeting on Wednesday, September 28 at 6:30 p.m. in the Main Library (601 Santa Monica Boulevard). A draft plan is expected to go to City Council for approval in November.

Please visit santamonicatrees.com to view the UFMP and proposed revisions. You can also find us on Facebook @SMTrees and on Instagram @santamonicapubliclandscape to learn more about the city's maintenance of the urban forest and other public areas.



LEARN + THRIVE

HAPPENING AT THE CAMERA OBSCURA ART LAB

Stop by the Art Lab this fall to meet Artist-in-Residence Zeal Harris, whose 14-week term is capped by a final presentation on Saturday, November 19, 2016. In the weeks before, she will lead a variety of workshops in drawing and painting, including blind contour drawing, working on Yupo paper, narrative painting inspired by ex-votos, DIY watercolor-making and

even a salsa class or two (she's an avid dancer!). Harris is spending her time in the studio creating a new body of work that explores the impact of police violence on interpersonal relationships. Though her art often illustrates difficult realities, her vibrant and playful paintings invite viewers to learn more. Visitors welcome!



The Camera Obscura Art Lab at 1450 Ocean

offers arts, crafts and culture classes for all adults, year-round. Weekly printmaking, watercolor, hatmaking and collage labs, workshops with a changing roster of artists-in-residence, and monthly classes on topics as diverse as nuno felting, bookbinding, copper enameling and more. Find your community of artists and makers! Park at Structure 6 around the corner (smgov.net/parking) or walk four blocks from the 4th Street Expo station. The Breeze Bike Share lock-up is just south of us in Palisades Park.

Visit us at smgov.net/camera or 1450 Ocean Avenue (at Broadway).

Contact camera@smgov.net or 310.458.2239.

View and register for classes at facebook.com/1450Ocean/events (click on the "tickets" link for individual workshops) or search by keyword at smgov.net/reserve.

Join our email list at smgov.net/artsignup.

WHAT IS THE NEXT CHAPTER FOR DOWNTOWN?



Community Workshop Dives Deep Into Downtown's Future



As part of an active public outreach effort to garner feedback for the draft Downtown Community Plan (DCP)—a policy plan that is now five years in the making—the City of Santa Monica hosted a panel discussion and workshop on "Preservation and Change" at the historic Santa Monica Bay Woman's Club on August 13. Panelists with backgrounds in historic preservation, adaptive reuse of buildings and affordable housing development discussed meeting the needs of a growing population while recognizing the vital role historic preservation plays in maintaining a community's identity.

A four-part video series highlighting the perspectives of a wide range of neighborhood groups and organizations framed the panel discussion and presentations by city staff. Following the panel discussion, attendees were divided into smaller groups for a more intimate, facilitated discussion on DCP focus areas. View the workshop video now by clicking on the icon above—and find the others at downtownsmplan.org.

We want to hear from you! Take our 10-15 minute on-line questionnaire—designed to help inform changes to the DCP—and encourage friends, family and neighbors to do the same! Learn more at downtownsmplan.org.

HOW TO DEFEAT THE ENDLESS CYCLE OF DEFERRED MAINTENANCE, AS TOLD BY TWO SOUTHERN CALIFORNIA CITIES

A Look at Two Bold, Sweeping Approaches to Solving Local Government's Infrastructure Problems

A problem: There is a pothole on a busy city street, one that services small, local businesses that pay money into city coffers. There's also a leaky pipe in the library, growing rustier by the month. There isn't enough money to fix both.

Which does the city fix?

Such is the problem for many local governments around the U.S. They have deferred maintenance backlogs, and constantly have to decide between addressing issues that really needed fixing five years ago or problems that really, really needed to be solved three years ago. According to the American Society of Civil Engineers, the country's infrastructure needs in the span of 2013 to 2020 total \$3.6 trillion — almost as much as the entire U.S. federal government spent in fiscal 2015.

Keep that in mind the next time you take a stroll through the alleys of Santa Monica, Calif. The city has become so consistent at keeping up with issues like sidewalk and street repair, it's actually started looking to places that don't normally get as much maintenance attention — like alleyways — to get out ahead of problems before they happen.

SANTA MONICA

The philosophy in Santa Monica's government goes something like this: Put resources in now for something that doesn't quite need fixing yet, and over the course of many years, a city will save itself a lot of trouble.

Rick Cole, Santa Monica's city manager, compares that to a more common cycle present in many similar cities. In years of scarce

funding, cities cut back their efforts in areas like capital improvement and deferred maintenance. In good years, they try to catch up.

If the rest of the U.S. put as much funding toward infrastructure as Cole says, the nation would be spending about \$387 billion per year on it — about \$67 billion more than the status quo for state and local budgets, according to Congressional Budget Office numbers.

Not that spending more is something to be proud of. Rather, according to Cole, the level of investment the city puts in its streets, sidewalks, lights, technology — it all comes back around. The city's approach means it has little deferred maintenance, and by keeping that backlog small and focusing on preventive work, he said Santa Monica avoids a lot of future expenses for when aging systems break down.

"Not every community has financial resources like Santa Monica. But I think I can say with real credibility that infrastructure investment pays off," Cole said. "And the better you do at investing in your infrastructure, the more resources you have to continue investing in your infrastructure. And the opposite is just as true: The more you skimp on your infrastructure, the fewer resources you have to invest in your deferred maintenance."

One easy example: that ever-present pothole.

"There is simply no more hellish way to maintain your streets than to send out an old truck with two unionized civil servants with a load of hot asphalt to dig out a pothole, pour in asphalt, roll over it and come



back in six months and do the exact same thing," he said, "versus having a pavement management program that keeps your streets in such good repair that a pothole is an event rather than routine." On top of that, keeping things in good order is itself a public benefit — perhaps even an economic one.

"You become a more attractive location for people to operate businesses, to live and to visit," said Cole. "You reduce the friction that comes with a degraded infrastructure. Your transportation works better, your daily life works better, and your parks are greener and your water is cleaner."

There's a small catch to Santa Monica's system, and it slips in when it comes time to build the municipal budget: Because the city puts so much emphasis on keeping up with capital improvements and maintenance, its staff is forced to look for efficiencies. That means, for one thing, that not everybody gets what they want every year. So there is something of a delicate balance for the city to maintain between the needs of various departments, one involving assuring staff that if they don't get what they need this year, they are quite likely to get it the next. To address that problem and help identify ways to complete work more efficiently, Santa Monica has taken to breaking down interdepartmental

TALE OF TWO CITIES

CONTINUED FROM PREVIOUS PAGE

silos when it comes to budgeting. Department heads will gather together and review one another's budgeting proposals, find common needs and come up with solutions that any one department head might not have thought of on his or her own.

A common example of departments working together might be identifying opportunities to lay down Internet fiber under a road while the city has it opened up to replace a pipe. Santa Monica's been doing that since the 1990s, and now it sells 100 gigabyte-speed Internet to commercial clients.

"I think that you have people around the table that are accountable, that need to work together every day, that can understand someone else's perspective," said Gigi Decavalles-Hughes, Santa Monica's finance director. "In the past, many years ago, we would pretty much have a smaller team look at all the projects and have managers or people responsible for the project come in and present. Now by having the decision-makers, the managers, come to the table that ... are aware of all the things that are happening, they are much more informed and they can make decisions on the spot."

It all comes together in a place like Santa Monica's alleyways. Literally hidden in shadows, the alleyways might not otherwise be a place that gets a lot of attention when it comes to city budgeting. And yet they support many of the city's goals — so, with a desire to address potential problems early on, the city has set a target of spending \$200,000 on its alleys annually and visiting every alley every two years.

"Particularly in our downtown area, they're used by residents, they're used by our businesses, and there's also been ... a desire to incorporate arts programs in the alleys. They're heavily used," said Susan Cline of the city's Public Works Department. "We're a tourist destination city, so our downtown services a large influx

of people every day, and our alleys are critical to maintain the services, for ... trash, utilities, all of the above." But what about the cities that haven't been keeping up with maintenance for decades? What about those that have backlogs of needed capital improvements sitting uncomfortably atop a pile of holey roads, leaky pipes and burnt-out lights?

RIVERSIDE

Enter the Riverside Renaissance.

The city's timing was impeccable: It was 2006 and the elected leaders of Riverside, Calif., had no way of knowing about the threatening clouds hanging just on the edge of their vision. Together they decided that it was time to catch up with all the work they'd been putting off for years. Working with city staff dealing with everything from parks to police, Riverside's government machine came up with an ambitious plan to issue public bonds funding \$1.6 billion in city work during a five-year stretch. And it wasn't just deferred maintenance, though the city had a healthy \$629 million backlog it incorporated into its plans.

Riverside was — and still is — one of the fastest-growing cities in the country, and city services hadn't kept up with the growth of its population. Riverside needed new parks, new libraries, more playgrounds, more of the things cities do for their citizens.

"I would say it was, for lack of a better term, the [Capital Improvement Plans] on steroids," said Riverside Public Utilities' Staci Sullivan. "So if you normally constructed one park in three years, we were doing six, seven parks."

Only about a year in, somebody pulled a wooden block out of the rickety tower that was America's inflated housing market, and the country's economy came crashing down. For retirement plans, it was dire news.

For Riverside's plans, it turned out to be quite the opposite. "Here we are



in an economic recession and we are, in a way, using that to our advantage. Because instead of a park costing \$13 million, we're getting extremely competitive bids, and now it's \$9 million," Sullivan said. "Now those savings can be used for something else, and that's how we were able to do so much with it."

A sampling of what came out of the initiative: a new skate park, a youth opportunity center, a number of street rehabilitation projects, a lake rehabilitation here, a new playground in a park there, a couple of parking garages, a couple of interchange projects — all said and done, the initiative encompassed 185 projects in a span of five years.

"It touched everything," she said. "You couldn't drive the city in those five years without seeing something having been improved."

But there is no "happily ever after" for Riverside. The renaissance put the city in a place where it was able to catch up with years of pent-up work, and now it needs to decide how it will approach that work in the future. It's a big question the city manager is wrestling with, Sullivan said: How can Riverside make sure it doesn't fall behind on its maintenance, especially now that it has all this new infrastructure?

"We did all this amazing work and transformed the city in a very positive way, and now there's a job of going back and making sure that everything is staying up to par," she said.

Ben Miller is a staff writer for Government Technology and FutureStructure.

Important Dates to Remember: 2016 General Municipal and U.S. Elections

In addition to national and statewide races, Santa Monica's General Municipal Election will include four City Council seats and four ballot measures, as well as two Rent Control, three SMMUSD and three SMC board seats.



DATE	EVENT
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September 12 – October 25	Filing Period for Write-In Candidates
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September 27	National Voter Registration Day – celebrating democracy across the country! Visit smvote.org to find out where to register.
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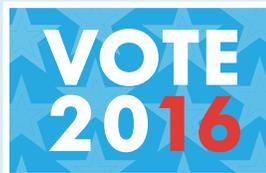
October 10 – November 1	Application Period for Vote-by-Mail Ballots. Find out about early voting options at smvote.org .
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October 19 & 22	Voter Registration at Downtown Farmers Market
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October 23	Voter Registration at Main Street Farmers Market
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October 24	Last day to register to vote!
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November 8 Election Day (7 a.m. to 8 p.m.)	Visit smvote.org to find out where to vote or drop off a vote-by-mail ballot.
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SANTA MONICA AIRPORT PARK EXPANSION

The design phase of Airport Park is well underway! The popular park will be expanded from its current four acres to an additional 12 acres of non-aviation land at the Santa Monica Airport.

A community event held on June 18 drew more than 100 attendees who shared their thoughts on three design concepts presented by Rios Clementi Hale Studios, the firm selected to study the feasibility of and design the park's expansion. A month-long online survey was conducted to capture feedback from those who couldn't attend on June 18, garnering 583 responses!

A presentation on the project's proposed design will be made at the City Council's September 13 meeting. A summary of all public input received to date—as well as information on potential new uses and features—is available for viewing at santamonicaparks.org.

COMMUNITY CLIMATE ACTION SUMMIT

Be on the forefront of Santa Monica's next Climate Action Plan

Saturday, October 29th

11am - 5pm (Community Conference)

5pm - 7pm (Social Hour)

**Grand Pavilion at
St. Monica Catholic Community**

communityclimateactionsummit.eventbrite.com



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:

September 13 and 27
October 25 (October 11 meeting cancelled)

Meeting dates are occasionally changed; please visit smgov.net/council to confirm the schedule or to check the status of future agenda items. City Council meetings are broadcast live on CityTV cable channel 16, 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

All communications regarding City Council agenda items will now be available for public viewing online at smgov.net/council/agendas.

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:

Santa Monica Seascope
City of Santa Monica
1685 Main Street
PO Box 2200
Santa Monica, CA 90407-2200

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

GETTING HAPPY AT THE MONTANA AVENUE BRANCH LIBRARY

Give your spirits a lift at the pop-up Happiness Room! Each Wednesday afternoon in September, from 3 to 5 p.m., the Montana Avenue Branch Library's meeting room transforms into the Happiness Room, a space dedicated to discovering and discussing what makes you happy.



With interactive exhibits, hands-on activities, listening and viewing stations, and calming features such as a sand Zen garden, visitors are encouraged to stay a while and write in a gratitude journal or engage with fellow community members and discover what makes them happy. Learn positive psychology concepts such as flow, have fun with the exhibits, or check out some of the happiness resources the library offers. You can even discover which smells make us happy!

Attend any or all sessions on September 7, 14, 21 and 28. The branch is located at 1704 Montana Avenue. For more information, visit smpl.org or call 310.458.8682.

NEW REQUIREMENT FOR LOBBYISTS

Beginning September 19, 2016, lobbyists must register with the Santa Monica City Clerk no later than ten days after qualifying as a lobbyist. Registration is valid through June 30 and must be renewed annually. Fees are \$40 and \$25 for the annual renewal and amendments, respectively. Go to smgov.net/lobbyists for additional information or contact the City Clerk's Office at 310.458.8211.

Stay Active This Fall!

Community Classes
Winter registration for classes and camps opens October 12 for residents and October 19 for non-residents! **Find out more** at smgov.net/ccs or reach us at communityclasses@smgov.net



Swim Lessons
Swim lessons and semi-private swim lessons are still offered! Multiple sessions are running from September 10 through November 6. **Visit us** at santamonicaswimcenter.org or reach us at 310.458.8700

You can register at smgov.net/reserve!

Brought to you by **Community & Cultural Services**
reserve@smgov.net | 310.458.8300