

City Yards
becomes first
certified
EcoDistrict

Get cooking with
Santa Monica
Farmers Markets

AltCar Expo and
Ride & Drive
comes to
Santa Monica

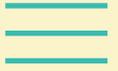


COAST

returns

to Santa Monica on October 1

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ALTCAR EXPO AND RIDE & DRIVE BRINGS CLEAN TECHNOLOGY TO SANTA MONICA



COAST OPEN STREETS FESTIVAL RETURNS TO SANTA MONICA ON SUNDAY, OCTOBER 1, 10 A.M. TO 4 P.M.

From Ocean Avenue to Main Street, attendees can expect music, food, and creative hubs.



Open streets events temporarily close streets to auto traffic to encourage walking, biking, and other car-free ways of getting around. The concept became popular in Colombia as a tradition on Sundays and was endearingly renamed “CicLAvia” for Los Angeles’ popular reincarnation of the open streets event.

Following the opening of Expo Light Rail in May of 2016, Santa Monica hosted its first-ever open streets event called COAST, drawing over 50,000 people to experience the new light rail and to safely explore Santa Monica. The City is excited to share that COAST will return to Santa Monica on October 1.

COAST invites you to enjoy approximately two miles of car-free streets, including Ocean from Wilshire south past City Hall and Tongva Park, as well as all of Main Street to Pier Avenue, on Sunday, October 1 from 10 a.m. to 4 p.m. We encourage you to bike, walk, or take public transit to COAST. And remember, you don’t need a bike to participate—just your own two feet!

COAST is a free, engaging, and fun way to explore Santa Monica. Along the route, participants will experience live music and performances, local food, art installations, exciting restaurants, one-of-a-kind shops, and unique areas promoting mobility, art, and sustainability.

Ocean Avenue highlights

Camera Obscura Art Zone; temporary parklets; free bike valet, strolling performers; live music; Public Works vehicle showcase

Colorado Esplanade highlights

Public art; community booths; Bike Center rentals and repairs; free bike valet; easy access to Expo Line, Santa Monica Place, and Third Street Promenade

Santa Monica Pier highlights

COAST specials (deals and discounts) along the Pier

Santa Monica City Hall highlights

Sustainability Zone featuring artist Kiel Johnson’s cardboard architecture and workshop; environmental booths; elected officials meet and greet; live music; food trucks

Civic Center highlights

Mobility Zone with free bike valet and bike repair; Bike Rodeo for kids; live music

Main Street highlights

Temporary parklets; free bike valet; strolling performers; live music; community garden workshops; Sunday Farmers Market with extended hours; Ocean Park Library games on the lawn; Santa Monica Conservancy tours of Norman Place and Shotgun House

For more Info, visit smgov.net/coast.

HERE'S THE LATEST: FEATURES

SANTA MONICA AIRPORT RUNWAY ON TRACK FOR MAKEOVER

In just three months, the Santa Monica Airport will be dramatically different, but also familiar. By early December, the 5,000-foot-long runway will be reduced to 3,500 feet in length, as permitted by the consent decree between the U. S. government and the City. In early August, the City awarded a construction contract to shorten the runway after the Federal Aviation Administration (FAA) issued a “No Objection” document to the City, thus paving the way for the project. Our national aviation consultant projects a 45% reduction in jet traffic after the runway is reduced in length. With fewer jets comes less noise and air pollution. The shorter runway will in no way impact flight schools and aviation service providers, which are being offered three-year leases based on market rates. And, of course, the airport will continue to be the home of parks, art studios, air museum, event centers, and commerce.

The City and the Museum of Flying have entered into a long-term lease, giving the museum the stability it needs to conduct effective fundraising and bring in new exhibits, as necessary. FAA regulations permit an airport owner to offer subsidized rent to aviation museums. Given the important role aviation has played in the growth and development of Santa Monica, we offered the space at \$1 per year and were thrilled when the museum accepted, thus contributing to the preservation of the museum’s rich history.

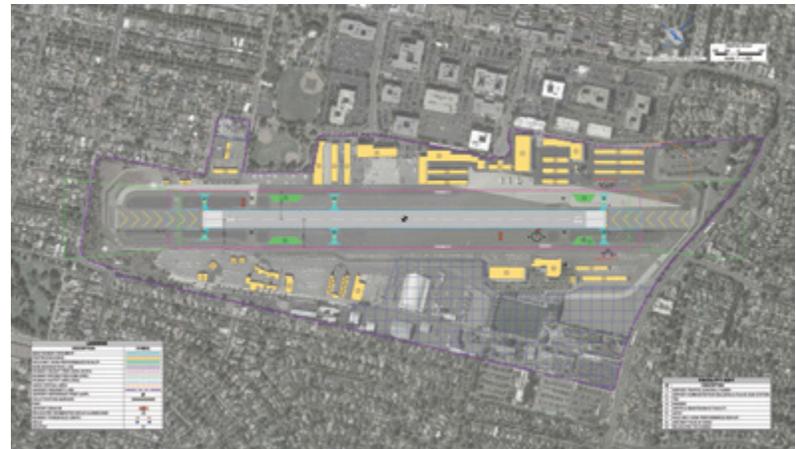
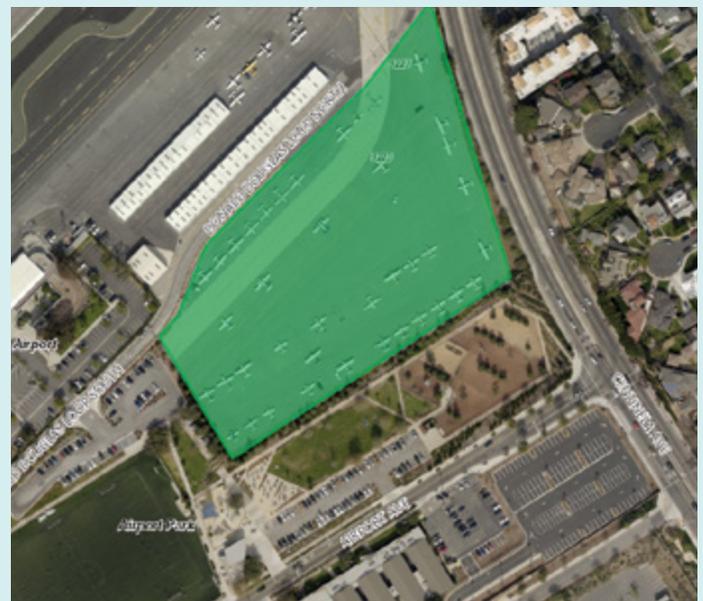


Photo credit: SadoFoto

AIRPORT INTERIM OPEN SPACE

The airplanes have been cleared and gates are now open to the east six-acre parcel of the future Airport Park Expansion site, allowing public access for unprogrammed recreational use like rollerblading, bicycle training for families, and romantic sunsets. Inspired by similar projects in which residents have transformed airport spaces to public use—like the Tempelhof Field in Berlin—this symbolic redefining of acres of asphalt and runways paves the way to a healthier, happier city of wellbeing.

The Airport Interim Open Space is open daily, sunrise to sunset. It can be accessed from Airport Park’s north parking lot adjacent to Donald Douglas Loop South. More information at: santamonicaparks.org.



HERE'S THE LATEST: FEATURES

PARKS MONTH 2017 PHOTO GALLERY

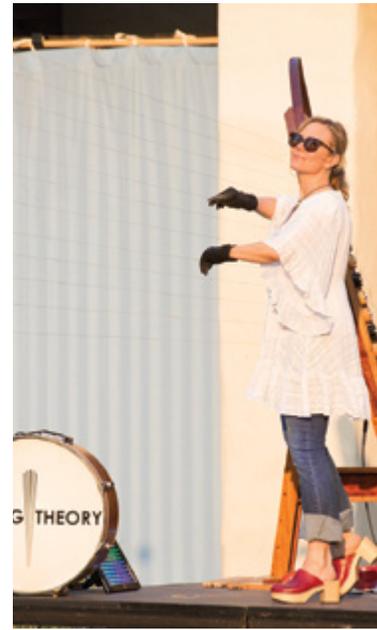


During the 30th annual National Parks & Recreation Month, Santa Monicans celebrated our parks, beaches, and recreation facilities.



July is
PARKS MONTH

f @ActiveSM t @ActiveSM #SaMoParks



HERE'S THE LATEST: FEATURES

CHARGING AHEAD WITH ELECTRIC VEHICLES

With the release of the Chevy Bolt and the Tesla Model 3, Santa Monicans have even more options to make the switch to electric vehicles (EV), which saves on fueling costs and reduces pollution.

Driving an EV offers many benefits but may also mean making a few lifestyle changes and even some investments. Some important things to consider:

Where will I charge?

Charging at home will always be the most convenient. Most EVs can charge straight from a standard outlet in the home, but take a longer time than with a specialized outlet. Level 2 charging uses 220V outlets and require an electrician to install the necessary equipment.

Santa Monica has 75 public charging ports available for free throughout the City. Please visit smgov.net/electricvehicles for more information.

What other benefits do EVs provide me?

EV drivers can register for a Clean Car Decal from the DMV. With this decal, you can get access to the carpool lane and enjoy free parking at metered spaces in Santa Monica.

Are there rebates for EVs and charging equipment?

There are many rebates for purchasing or leasing EVs and for installing charging equipment, making it very affordable to go green! Please visit smgov.net/electricvehicles for more information.

The City is working on an EV Action Plan that will accelerate the adoption of EVs with more public charging and resources for drivers. Stay tuned!



Want to get the latest news and events from the City in your inbox?

Sign up to get **SaMoNews**, the City's email newsletter. Go online to: www.smgov.net/newsletter

SEPTEMBER 26TH

NATIONAL VOTER REGISTRATION DAY

Visit City Hall for the following events:

11 AM - 3 PM See a demonstration of the new voting system, register to vote or pick up a free giveaway	6:30 PM Watch the LA County Clerk's presentation to the City Council on the new voting experience
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Voter registration forms available at:

City Hall City Clerk's Office, Room 102	All City branch libraries	Online at smvote.org
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#VoterRegistrationDay

HERE'S THE LATEST: FEATURES

WELLBEING INDEX 2.0: COMING FALL 2017

It has been two years since the City released the initial Wellbeing Index, our data-driven tool created to define, understand and measure what matters most: how residents are doing in Santa Monica. In 2015, we learned that one-third of Santa Monicans are stressed all the time, 66% live within a five-minute walk to goods and services, and 52% don't believe their kids will be able to afford to stay in Santa Monica as adults. These are a small sample of the entire findings across six dimensions of Outlook, Health, Place & Planet, Learning, Community, and Economic Opportunity. We used what we learned in 2015 to help shape Santa Monica's policies and priorities that address the challenges and support the strengths revealed in our findings. In December of last year, we knew it was time to see if we made a difference by sending out the Wellbeing Survey a second time and collecting data from city departments, state and federal government sources, nonprofits, private businesses, and social media.

After receiving nearly double the response from the initial survey, we've been working with RAND to deliver the Wellbeing Index 2.0. This new version of the index will include brand-new features, such as a racial equity lens, a family focus, and scoring components by each dimension—ultimately guiding our future work to improve city government.

What's Next?

Sharing What We Learned

We'll be holding a series of events with the public to discuss the findings and to answer any questions you have about what we learned. In addition, you can look for us at COAST and Hack the Beach and let us know whether there's an event you'd like us to attend. We'll do our best to make it.

The following is a small sample of what we learned in the first-ever Wellbeing Index, the City's initiative to measure community wellbeing. We used what we learned to help shape Santa Monica's policies and priorities to address the challenges and support the strengths revealed in our findings.

1/3 of Santa Monicans are stressed all the time.

66% live within a 5-minute walk of goods and services.

52% don't believe their kids will be able to afford to stay in Santa Monica as adults.

Hearing from You

We heard from many residents who were already doing their part to improve wellbeing for Santa Monicans in 2015, and we're looking for more so that we can shine a light on community efforts and develop partnerships to address specific findings. We'll also launch a series of community challenges to encourage even more people taking action on wellbeing later this year. Come to an event or take a look at the findings online (wellbeing.smgov.net), and then email us at wellbeing@smgov.net to tell us what you think.

Wellbeing 365

Our initial Wellbeing Index garnered the attention of Kaiser Permanente, a pioneer in health and wellness, which has used the findings to guide its expansion into Santa Monica. As a result of this collaboration, the company has created an exciting series of Wellbeing 365 videos that highlights the Wellbeing dimensions, bringing our work to life! Stay tuned for the fall release.



HERE'S THE LATEST: FEATURES

SMMUSD FOCUSED ON SAFE, FAMILY-FRIENDLY SCHOOLS



“The Olweus bullying-prevention program is focused on long-term change that creates a safe and positive school climate.”

The Santa Monica-Malibu Unified School District (SMMUSD), committed to ensuring that all students engage in schools that are safe, well-maintained, and family friendly, has implemented several programs that support their commitment.

The Olweus bullying-prevention program is focused on long-term change that creates a safe and positive school climate. The goals of the program are to reduce existing bullying problems among students, prevent the development of new bullying problems, and achieve better peer relations at school.

SMMUSD has implemented the nationwide OUT for Safe Schools program at all secondary school sites, in partnership with Santa Monica-Malibu Classroom Teachers Association (SMMCTA), Service Employee International Union (SEIU), Santa Monica-Malibu PTA Council (SMMPTA), Los Angeles LGBT Center, and the Gay Straight Alliance Network. This

program helps make school a safer, more welcoming place for all students. Staff wear badges that alert students to visible allies for LGBTQ students.

SMMUSD subscribes to the WeTip National School Safety Hotline. The anonymous hotline is effective in combating school crime, including vandalism, graffiti, bullying, violent crime, and child abuse. Access the hotlink through the SMMUSD Parent Link mobile app or by calling 800-78-CRIME.

Restorative Justice (RJ) is used at Santa Monica High School in lieu of the Olweus bullying prevention program, and also includes helping create a safe and comfortable environment for all students through a cooperative and relationship-building process. “The health and safety of our students and staff is our top priority,” said Superintendent Dr. Ben Drati.

Please visit us at smmusd.org, follow us on Twitter [@SMMUSD](https://twitter.com/SMMUSD), or like us on Facebook.

HERE'S THE LATEST: FEATURES

2017 SANTA MONICA YOUTH TECH PROGRAM



Out of thousands of high school students in the City of Santa Monica, 30 students were selected to participate in this year's six-week Youth Tech Program. Students learned from City instructors, Silicon Beach startups, and established tech firms, including FINIEN, DTE Media, Lionsgate Entertainment and the UCLA Anderson School of Management. Topics covered included coding, UI/UX, branding, big data, gigabit networks, entrepreneurship, collaboration, virtual servers, cloud storage, public safety, and real-time transit data.

On "Pitch Night," the culminating program event, students pitched their startups to a panel of judges, investors, family members, and over 150 attendees. After a lengthy deliberation, the judge panel named Team Inspoeta the winner! Shortly after pitch night, each team delivered their impressive pitches to the CEO of Science Inc., Mike Jones.

Congratulations to our amazing high school students for helping make Santa Monica a better place. Please look out for next year's Youth Tech Program online application opening on January 1, 2018, at santamonicyouthtech.com.

The 2017 program launched five civic-oriented startups:

Tsunimby

A social-activism company that provides users with information about events of their interests to encourage civic engagement by improving accessibility to volunteering, donating, and advocacy opportunities.

Cart Savy

A meal-planning service that creates custom recipes from the users' grocery items that align with the users' dietary goals.

Inspoeta

A social-media platform geared toward poets and poetry enthusiasts that allows them to save and share their work and receive feedback via comments.

PolyBoxy

A digital and physical subscription box service that contains professionally curated items pertaining to a specific culture or topic.

ResidenTours

A service providing personalized tours given by locals to travelers of a particular destination, utilizing a user- and employer-compatibility feature.

HERE'S THE LATEST: FEATURES

COMPOST YOUR PUMPKIN THIS HALLOWEEN

Planning on decorating or carving a pumpkin a pumpkin this year but don't know what to do with it after? Many individuals tend to just throw their pumpkin in the trash once the holiday has come and gone, but don't trash your pumpkin this Halloween season: compost it!

Here's how you can compost your pumpkin:

No decorations or seeds! Also, remove all candles or wax still in the pumpkin, and cut off parts of the pumpkin that have been decorated with paint or glitter. The seeds inside the pumpkin can be roasted for consumption, so that those, too, do not go to waste. (If those seeds are left in the pumpkin before composting, individual pumpkins may sprout the following year from the seeds in the compost.)

Green Organics Cart

You can place the pumpkin with no decorations or accessories in the Green Organics Cart, which you can obtain from the City of Santa Monica. Once it's in the cart, you're done!

Preparing for compost

If you don't have a compost bin at home, you can purchase a composting bin from Resource Recovery and Recycling, or you can create your compost in your backyard! Here's how: Find a spot in your yard, dig a hole to place your smashed pumpkin in, and cover the pumpkin with dirt. Another option is to place the pumpkin over the soil, and cover it with leaves.

Nature's work

Now, let nature breakdown the pumpkin and place its nutrients in the soil. The pumpkin will break down in a few weeks, and the compost will be ready for use in gardens or for other planting!

Composting reduces food waste, whether on Halloween or not, and it can help reduce the almost 40 percent of food wasted in the United States. By composting your pumpkin, you help reduce food waste and create compost that can be used in the future! (Compost bins can be purchased at the Resource Recovery and Recycling Division at 2500 Michigan Ave.)

For questions or more information on obtaining a green organics cart or compost bin, contact the City of Santa Monica's Resource Recovery and Recycling at 310.458.2223.

Attention Managers & HR

Complying with Santa Monica's minimum wage & paid sick leave law is your job too!

1. Review the law. Know the facts and differences between federal, state, and local laws.
2. Post the required Santa Monica minimum wage posters. You can print directly from: www.smgov.net/minimumwage
3. Verify if your workplace is a large or small employer for the correct wage rate and sick leave benefits. (**Large** = 26+ employees. **Small** = 1-25 employees.)
4. Track your employees' accrued and used paid sick leave properly.
 - Make sure staff knows how much they have earned each payroll cycle
 - Your payroll company can help
 - Applies to full-time & part-time
5. Keep adequate records for a minimum of three years.
6. Any questions? We're here to help!
minimum.wage@smgov.net or
info@leeandrewsgroup.com



HONEST WORK. FAIR PAY.
Santa Monica's Minimum Wage

HERE'S THE LATEST: FEATURES

ZERO WASTE SANTA MONICA: RECYCLING TOWARD ZERO WASTE

It is common for individuals to throw recyclable items in the trash, thinking that it's just one piece of plastic, one piece of paper, or one cardboard box. However, that "one piece" begins to add up when a significant number of people do the same thing.

On the other hand, that "one piece" can be recycled into another item, and the new item will require fewer resources and energy to make than the original. To help achieve the City of Santa Monica's Zero Waste goals, the Resource Recovery and Recycling division needs your help in "doing the right thing" to curb the amount of reusable and recyclable goods that ends up in the trash.

Meeting Zero Waste goals requires recycling in households and businesses to control what goes into blue recycling carts and bins. Recycling at home or at work is made easy with blue recyclables carts and bins, and it allows households and businesses to help diminish the amount of waste that may end up in landfills.

Blue recycling carts and bins can be filled with:

- Mail, newspapers, magazines
- Plastic bags and plastic containers (numbers 1-5 and 7)
- Glass, bottles and jars
- Aluminum cans and foil
- Food boxes and paper packaging
- Cardboard and cardboard boxes (i.e., Amazon boxes)
- Other items like Styrofoam and lawn clippings belong in the black garbage and green organics carts or bins, respectively

While out and about, you'll find recycling bins next to or nearby trash cans, making recycling simple while enjoying a day on the Promenade, too! While individual recycling may not seem like much, it does add up.

FREE FALL EVENTS SPONSORED BY RESOURCE RECOVERY AND RECYCLING

Citywide Yard Sale

Saturday, September 16, 8 a.m. to 3 p.m.

Join the City of Santa Monica and your neighbors in recycling goods and conserving natural resources through the Citywide Yard Sale. Help keep reusable items out of landfills while making a few extra dollars! Registration for the Citywide Yard Sale will remain open until September 6, 2017. You can find more information and register online at smgov.net/r3events or contact the Resource Recovery and Recycling Division at 310.458.2223.

Q. Why register my sale?

A. All registered sales will listed in the Shopper's Guide, local newspapers, and online.

Q. May I also advertise my own sale?

A. Yes, if you would like to advertise your own sale, feel free to do so. Please remember the City of Santa Monica has a municipal code prohibiting signs from being placed on public property.

Q. Where will the yard sale be held?

A. Residents and community organizations within the City of Santa Monica are invited to register and hold a yard, block, or group sale at their homes, schools, churches, etc., with the permission of the property owners.

Compost Giveaway

Saturday, October 7, 7 a.m. to 2 p.m., while supplies last

Residents may fill up to five large burlap sacks (provided) with compost at the City Yards, 2500 Michigan Avenue.

HERE'S THE LATEST: FEATURES

SNAPSHOT OF SANTA MONICA'S LARGEST EMPLOYERS AND TOP INDUSTRIES

Each year, Santa Monica businesses generate more than \$130 million to the City's General Fund through sales and use taxes, business licenses, and transit-occupancy taxes, which helps fund essential local services including police, fire, parks, and libraries.

Santa Monica has a vibrant and diverse business community that provides a wide range of goods, services, and jobs that contribute to the economic wellbeing of our community. Each year, our businesses generate more than \$130 million to the City of Santa Monica's General Fund through sales and use taxes, business license taxes, and transit occupancy taxes, which, in turn, helps fund essential local services, including police, fire, parks, and libraries. In addition, local businesses produce additional revenue to fund City services through property taxes, utility use taxes, parking facility taxes, permits, and license fees.

Our local businesses are also a major funding source for our schools. Through Measure Y, a sales-and-use tax that the voters overwhelmingly supported, every purchase made at a Santa Monica business generates funding for the Santa Monica-Malibu Unified School District. Last year's Measure Y proceeds were \$8 million, just from the power of "buy-local" efforts! With the addition of Measure GSH (sales and use tax) passed by voters last year, every purchase made at our local businesses is expected to generate an additional \$8 million each year for school repairs and improvements, and to fund the construction and preservation of affordable housing as well as investments in homelessness efforts.



The City of Santa Monica Economic Development team is committed to promoting a sustainable and vibrant economy in Santa Monica. We foster partnerships to support businesses and community goals. We oversee the leasing of City-owned commercial properties that provide opportunities for start-up businesses and entrepreneurs. Our staff delivers programs and services to support local businesses, assist the City's four business improvement and property assessment districts, operate the four, weekly Santa Monica Farmers Markets as well as manage the Santa Monica Pier. All of these responsibilities help enhance the quality of life in Santa Monica. To find out more, visit smgov.net/business and BuyLocalSM.com.

Buying local truly makes a difference in our community. Here's a snapshot of the leaders of our local economy.

Santa Monica's Top 10 Employers (by total number of employees)

1. UCLA Medical Center, Santa Monica
2. City of Santa Monica
3. Santa Monica College
4. Providence St. John's Health Center
5. Santa Monica-Malibu Unified School District
6. RAND Corporation
7. Activision Publishing Inc.
8. Lionsgate Entertainment Corp
9. Universal Music Group
10. ET Whitehall Inc.

Santa Monica's Leading Industries (by employment)

-  Accommodation and Food Services (14,910 Employees)
-  Professional, Scientific, and Technical Services (12,318 Employees)
-  Information (10,486 Employees)
-  Healthcare and Social Assistance (9,517 Employees)
-  Retail Trade (9,233 Employees)

Santa Monica's Top Sales Tax Producers (in alphabetical order)

- | | |
|---------------------------------|---------------------------|
| Apple | Santa Monica Audi |
| Audi Leasing/Bentley Leasing | Santa Monica Ford Lincoln |
| Bourget Bros Building Materials | Santa Monica Honda |
| Daimler Trust | Shutters on the Beach |
| Fairmont Miramar Hotel | Snyder Diamond |
| Ferguson | Subaru Santa Monica |
| Honest Co | Tesla Motors |
| Hornburg Jaguar Land Rover | Toyota Lease Trust |
| Lexus Santa Monica | Toyota Scion Santa Monica |
| Nordstrom | Urban Outfitters |
| Pacific Park | Vons |
| Proactiv | WI Simonson Mercedes |

Sources: Quarterly Census of Employment + Wages, CA Department of Labor 2017 (with 2015 data); City of Santa Monica Principal Employers 2016 list; HDL Companies—City of SM Quarterly Reports, 3rd Quarter 2016; City of SM Economic Development Team



HERE'S THE LATEST: FEATURES

SANTA MONICA CITY YARDS COMMITS TO WORLD'S FIRST STANDARD FOR COMMUNITY DEVELOPMENT



On August 1, Santa Monica City Yards became one of the first communities in the world to commit to a pioneering new standard for community development that makes equity and sustainability fundamental to neighborhoods for all. By embracing the new standard—EcoDistricts Certified—Santa Monica City Yards will join projects in other leading cities across North America in becoming the first certified EcoDistrict.

“With the City Yards, Santa Monica is aiming for a much deeper relationship between the project and people,” said Joel Cesare, Sustainable Building Advisor. “We are looking at building district energy, water, and resource restoration concepts into the project. When we learned that the EcoDistricts Protocol not only incorporates those sustainability targets, but also emphasizes social equity, we were intrigued.”



HERE'S THE LATEST: FEATURES



Built in the 1940s, Santa Monica’s sprawling 14.7-acre City Yards site has outgrown itself, and resident and pedestrian experiences leave room for improvement. Santa Monica has grown over the years, and City Yards needs to expand to meet the needs of the community. The three original buildings built seven decades earlier still accommodate the majority of Public Works operations, and a mishmash of an additional 13 facilities now houses everything from recycling and traffic operations to water and wastewater operations and household hazardous waste.

“The idea is to redevelop the City Yards into a space that serves City operations and meets the needs of its surrounding community,” said Erin Hamant, a senior architecture analyst for the City of Santa Monica and lead on the Santa Monica City Yards Ecodistrict. “By opening up its borders and making it greener, walkable, and welcoming, we’re giving residents an opportunity to both know and be proud of how the City works.”

Find more details about Santa Monica City Yards here: smgov.net/cityyards.

EcoDistricts Certified is the result of seven years of research, pilot projects, and the best thinking from international experts. It provides a flexible, holistic, and rigorous “how to” framework for organizing and achieving important public policy, sustainability, and investment goals.

ECODISTRICTS CERTIFIED PROJECTS

- 1) Commit to equity, resilience, and climate protection at the heart of every decision
- 2) Form collaborative governance that reflects community stakeholders
- 3) Create an implementation roadmap to guide projects and programs
- 4) Track and measure impact over time

Each step is submitted to EcoDistricts’ third-party verifiers to ensure transparency and accountability.

HERE'S THE LATEST: FEATURES

COUNCIL APPROVES DOWNTOWN COMMUNITY PLAN

This summer, after a six-year-long planning process, the Santa Monica City Council unanimously approved the Downtown Community Plan (DCP), which is the central planning tool that will guide the future of Downtown Santa Monica over the next 15 years.

“A long and thoughtful process with the most intensive public engagement program we’ve ever led got us to this place. The Downtown community is anchored by our shared priorities of historic preservation, public open space, transportation choice, pedestrian-inviting design, and environmental leadership,” said Mayor Ted Winterer. “The plan exemplifies Santa Monica’s commitment to tackling major regional issues of housing availability and affordability and the paradigm shift from car-centric to multi-modal living.”

The vote of approval comes after a substantial outreach process that involved thousands of community members at workshops, online and on social media, at walking tours, and in public hearings. It involved meeting with dozens of organizations and nearly every board and commission in Santa Monica, including six public hearings before the Planning Commission and three before City Council.

“A great deal of gratitude is owed to individuals and organizations across this community who have been

The DCP maintains Downtown Santa Monica’s many roles as a thriving neighborhood, public gathering space, international visitor destination, and a regional business district. These priorities are reflected in the seven key elements that anchor the plan:

- Housing is strongly encouraged to accommodate residents of all incomes, family situations, and stages of life.
- New and enhanced public spaces will add to Downtown’s attractiveness.
- Expanded cultural, entertainment, and artistic offerings will add to Downtown’s identity as the city’s cultural heart.
- Preservation of historic and character-defining buildings will help maintain Downtown’s identity as new infill projects take shape.
- Downtown’s economic engine will be supported to maintain services and resident’s high quality of life.
- Improvements to the mobility network will make getting around town efficient and safe.
- A diverse range of new uses, activities, and preferred services will support the emerging Downtown neighborhood and promote social connectedness and community wellbeing.



deeply involved in the DCP for years now,” said Planning and Community Development Director David Martin. “It was important to work through each element of the plan and while this phase of work has concluded.”

The DCP incentivizes housing production through a streamlined administrative approval process for projects that meet set size, height, and design standards. It also includes the most ambitious affordable housing requirements and incentives in California, with 20-30% of all new units designated as affordable for low-income residents and families.

“Given the diversity of views in the community, the unanimous vote by the City Council reflects both consensus-building and compromise. The DCP adopted by the Council strives for a balance that offers a potential model for other cities for tackling the growing crisis of housing affordability in Southern California,” said City Manager Rick Cole. “The Council is committed to pursuing Santa Monica’s values of inclusion, equity and environmental sustainability to maintain and enhance our historic Downtown.”

With the passage of the DCP, Santa Monica joins a handful of progressive cities around the country in abolishing parking minimums in Downtown. Eliminating parking minimums lets the market dictate whether a builder incorporates on-site parking and at what level. Over time, this is meant to encourage shared parking and use of alternative modes of transportation rather than contributing to congestion by requiring minimum levels of additional parking construction for every new building.

The next step is to begin work on implementing the DCP. The adopted plan includes a series of actions that will roll out over the next few years. These include improvements for pedestrians and bicyclists as well as to streets and open space. “There’s a lot of work ahead to implement this blue print for Downtown. We hope people will continue to stay engaged,” said Planning and Community Development Director David Martin. “To monitor the production of housing in the Downtown, a report on housing production will be provided to the City Council every six months.

For more information, visit downtownsmplan.org.

HERE'S THE LATEST: FEATURES

TOURISM MYTHS IN SANTA MONICA

As part of an ongoing series in *Seascape*, SMTT addresses commonly held perceptions surrounding tourism in our community and breaks down what it means for those of us who live here.

Tourism myth #3: Tourists use up Santa Monica resources

Santa Monica's stunning shores have been a hotspot for tourism since the early 1900s, but only in the previous few decades has the City actively looked to harness and optimize the spending power of its visitors, including international tourists, whose cultural diversity and large spending add to the ambience and economic benefit of the destination. These visitors have been immensely important to the economic health of the city, thanks to essential contributions within the visitor-spending, job-creation, and tax-revenue arenas.

Although residents may experience crowds around the Santa Monica Pier or a line at a favorite restaurant and point the finger at tourism, the economic benefits these visitors bring to our city is significant. SMTT's recently-released 2016 Tourism Economic & Fiscal Impact Report showed that the Transient Occupancy Tax (TOT) alone, a 14% tax that overnight guests pay on hotel stays, generated \$50.9 million directly to the City's general fund in 2016. This money goes straight to the funding of essential city services, such as our police and fire departments, and school and library systems—that's nearly \$51 million that doesn't have to come from residents through taxes. According to estimates, the revenue stream from the TOT alone represents an additional \$1,311 that each Santa Monica household would be required to pay in taxes to maintain city services at their current level, if the TOT did not exist.

Santa Monica Travel & Tourism wants to hear the story of your first or favorite visit to Santa Monica! Visit santamonikatourism.com or via social media using #SMFirstVisit now through **September 30, 2017**, for a chance to win a Santa Monica hotel stay.

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ENJOY YOUR CITY: EVENTS

BUY LOCAL HEALTH AND FITNESS FESTIVAL GETS YOU THINKING "LOCAL FIRST"



The Santa Monica Chamber of Commerce and the City of Santa Monica are pleased to present the Buy Local Health and Fitness Festival at Reed Park on September 9, from 11 a.m. to 4 p.m.

This free event to promote a healthy and happy lifestyle brings together our local businesses, services, and non-profits for a fun-filled day while raising awareness about the economic, environmental, and community benefits of thinking local first.

Enjoy pop-up shops and food vendors from every neighborhood. Take a selfie with therapy dogs. Learn to do the cha-cha. Chat with doctors from our local hospitals. Vote for your favorite fitness trainer, competing for the title of Santa Monica's Finest Trainer!

The event's lead sponsors are the City of Santa Monica, Kaiser Permanente, Providence Saint John's Health Center, and Santa Monica Travel and Tourism. The event is in partnership with Santa Monica Classic 5K/10K Run, Santa Monica Malibu Education Foundation, Main Street Business Improvement Association, Montana Avenue Merchants Association, Pico Improvement Organization, and Downtown Santa Monica Inc.

You'll find more information at smchamber.com/wblf. Come join us, won't you?

BIG BLUE BUS WORKSHOP HELPS OLDER ADULTS "TAP" INTO DISCOUNTED FARES

Did you know that older adults 62 and over are eligible to receive discounted rates on Big Blue Bus and Metro, with a Reduced Fare Senior TAP Card? The Senior TAP Card offers you a quick, easy, and seamless way to pay your fare on 24 TAP-participating agencies in L.A. County.

To help older adults apply for a Senior TAP Card, Big Blue Bus has partnered with Metro's Mobile Customer Center, to host free monthly workshops at the Ken Edwards Center in Downtown Santa Monica. At the educational workshop, you will learn how to pay bus and rail fare with a TAP card and discover convenient options for reloading the card. Afterward, Big Blue Bus and Metro staff will help you complete and submit your application for a Senior TAP Card. We'll also snap your application photo at no cost, so bring your best smile. A temporary TAP card will be available to all applicants for immediate use.

Both the card and application are free. On workshop day, be sure to bring a valid form of identification, such as a state ID card, driver's license, passport, or birth certificate with a photo ID.

Workshops occur the first Wednesday of the month, excluding December. Upcoming workshops will be held on Wednesday, September 6, and Wednesday, October 4, at 1 p.m. at the Ken Edwards Center. We hope to see you there!



ENJOY YOUR CITY: EVENTS

EXPLORE SANTA MONICA BY BIKE WITH
MAYOR TED WINTERER

By Ted Winterer, Mayor of Santa Monica



Every month since the beginning of the year, I've gathered with members of the community to explore a different part of Santa Monica by bicycle. With a family of four, my wife and I have shared one car for the last 15 years. Most days I use a blend of Big Blue Bus, Breeze Bike Share, Expo, and Lyft to navigate through Santa Monica and beyond. Last year, my wife and I spent less than \$1500 on these other modes of transportation for the entire family, which is far less than the cost of owning a second car.

Each monthly bike ride is a new adventure, bringing together a mix of old and new faces. From exploring the City's parks to coasting down the California Incline and hanging out with neighbors in Mid-City, I love touring people through this great city. We even witnessed the debut of the Main Street Parklets and the Beach Restoration Pilot Project together. In August, we rode as a group to several of Santa Monica's Community Gardens.

Santa Monica is, without a doubt, a great place to ride your bike. With Breeze Bike Share, over 100 miles of bikeways, and relatively flat terrain, it's easy to get around these 8.5 square miles on a bike.

Please join me for future rides! On **Saturday, September 9**, we'll be switching it up for a community walk, ending at the Buy Local Health and Fitness Festival at Reed Park. On **Sunday, October 1**, we'll bike ride to COAST, the City of Santa Monica's Open Streets Festival.

We do ride on some city streets without bike lanes, so everyone attending should feel capable of street riding. Please bring your own bike, helmet, and water. On average, we cover five to seven miles of riding with several stops. If you don't have a bike, there's no better time to test out Breeze!

More info at: smgov.net/MayorsRide.

ENJOY YOUR CITY: EVENTS

COASTAL CLEANUP DAY SEPTEMBER 16, 9:00 A.M. TO NOON

The largest volunteer day on the planet falls on Saturday, September 16, this year. Thousands of volunteers across LA County will come out in force to pick up trash at more than 50 locations, including multiple sites along Santa Monica's beaches.

Heal the Bay is the Santa Monica environmental organization that coordinates LA County's Coastal Cleanup Day efforts. Last year's Coastal Cleanup day saw more than a half million people in 112 countries—and in 43 U.S. states—pick up 18.3 million pounds of debris from beaches, streams, and other waterways and parks.

All who participate in the local cleanup are rewarded with a free visit to Heal the Bay's Santa Monica Pier Aquarium between 12:30 and 5 pm on Coastal Cleanup Day. Learn more about this volunteer opportunity at healthebay.org/event/coastal-cleanup-day-2017.



SEPTEMBER 19 IS INTERNATIONAL TALK LIKE A PIRATE DAY

Avast mates! Your favorite seaside Aquarium—Heal the Bay's Santa Monica Pier Aquarium, of course—is celebratin' International Talk Like a Pirate Day. We've got a treasure chest full of shenanigans to keep all yer' sweet young scoundrels busy from 2 to 5 p.m. on this important holiday. Visit healthebay.org/events for details.



ENJOY YOUR CITY: EVENTS

SOMETHING FISHY IS UP

Get in the Spirit of the Season at the Aquarium.

Calling all ghosts and goblins to celebrate Halloween and Dia de Los Muertos at Heal the Bay's Santa Monica Pier Aquarium for the annual Fishy Fest from 12:30 to 5:00 p.m., October 28-29. Ghosts and goblins of all ages can meet and greet ocean life from the Santa Monica Bay at the marine science center, located at 1600 Ocean Front Walk. Check out the glow-in-the-dark fun in the mad scientists' lab; visit the face-painting station or the mask-making craft table to create a fabulous fish-centric disguise; and hear a spooktacular story

at 2 p.m. on Saturday (appropriate for the youngest trick-or-treaters).

On Sunday, join a ghoulish costume parade around the Pier that steps off in front of the Aquarium at 3 p.m. Come in costume, or check out the costume giveaway the Aquarium will hold that day. And every Sunday is Shark Sunday; at 3:30 p.m. watch the sharks chow down and learn fun facts about these misunderstood fish. For more details, visit healthebay.org/events or call 310.393.6149.



ENJOY YOUR CITY: EVENTS

COOKING WITH SANTA MONICA FARMERS MARKETS

Sweet Potato Breakfast Nachos

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.

INGREDIENTS

- 2 medium sweet potatoes
- 1 tomato, chopped
- 1/2 avocado, sliced
- 2 tbsp. cilantro, chopped
- 2 tbsp. purple cabbage, shredded
- 1 roasted Anaheim pepper and/or jalapeño, sliced
- 1/4 c. black beans, rinsed
- 2-4 eggs
- 2-3 oz. jalapeño goat cheese or cotija cheese
- 1/2 lime
- 1 tbsp. olive oil
- S & P to taste

INSTRUCTIONS

1. Preheat oven to 400 °F.
2. Using a mandolin or a sharp knife, thinly slice the sweet potatoes. Place on an oven-safe wire rack or directly on a greased baking sheet. Bake on center oven rack for 20 minutes, turning over halfway through baking time. Keep an eye on them to make sure that they don't burn.
3. Heat olive oil over medium in a skillet. Add the eggs into the pan. Once the opaque begins to turn white, cover the eggs and reduce heat to medium low.
4. Cook eggs 4-5 minutes. Turn off heat, remove eggs from skillet, and set aside.
5. Place sweet potato chips in the skillet. Add 2-3 oz. of cheese crumbles to the sweet potato chips and cover 1 minute. The remaining heat will help melt the cheese.
6. Add remaining toppings and eggs to the skillet. Serve immediately with Salsa Verde. (recipe below)

SALSA VERDE

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

INSTRUCTIONS

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



Ingredients were purchased at the Saturday Virginia Park Farmers Market from the following vendors:

- Peppers: Chile roast (see "Foodie and Family-Friendly Events at the Santa Monica Farmers Markets")
- Sweet potatoes: Fresno Evergreen
- Tomato: Ellwood Canyon Farms
- Tomatillo: Cabral Farm
- Cilantro: Fresno Evergreen
- Cabbage: Fresno Evergreen
- Avocado: Valley Center Growers
- Eggs: Valley Center Growers
- Jalapeño goat cheese: Drake Family Farms

See You at the Farmers Markets!

Wednesdays
Arizona Ave @ 2nd St
8:30 a.m.-1:30 p.m.

Saturdays
Virginia Avenue Park
8 a.m.-1 p.m.

Saturdays
Arizona Ave @ 3rd St
8 a.m.-1 p.m.

Sundays
2640 Main St
8:30 a.m.-1:30 p.m.



ENJOY YOUR CITY: EVENTS

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 15, at the Main Street Market
- **ALL-YOU-CAN-CARRY PUMPKIN PATCH** on Wednesday, October 25, at the Downtown Market. Just \$5 for all the orange orbs you can manage at one time!



FOOD LITERACY MONTH

September is Food Literacy Month, which focuses on “understanding the impact of your food choices on your health, the environment, and our economy,” as well as understanding how your food gets to you. This knowledge can empower you to make informed food choices, so next time you visit the farmers’ market, take a moment to talk directly to the farmers about how they produce your food! Visit foodliteracycenter.org for more about food literacy.

FARM TO SCHOOL MONTH

October is Farm to School Month, which focuses on food literacy in children. “Farm to school empowers children and their families to learn and thrive by making informed food choices while strengthening the local economy and contributing to vibrant communities.” Visit farmtoschool.org for more information on the farm-to-school movement and how you can get involved.



GET INVOLVED: OPPORTUNITIES

BEACH = CULTURE | A YEAR-ROUND SERIES OF FREE ARTS AND CULTURE EVENTS AT THE ANNENBERG COMMUNITY BEACH HOUSE

Choreographer-in-Residence

Dancer and choreographer Jay Carlon creates a new site-specific work inspired by the contrast between the Pacific Ocean as it meets the Southern California shore through the lens of the current geopolitical landscape. His ongoing work examines borders as sites of trauma and possible healing, as well as how moving together can become a call to action. Carlon is offering two public movement/choreography workshops on Tuesday, September 19, at 6:30 p.m. and Saturday, September 30, at 10:30 a.m. Final performances of the work will take place October 6–8. Follow Jay's progress at beachhouseair.blogspot.com.



Closing reception for “Art Division: Identity in Los Angeles”



Finalizing the showcase of artworks created by Art Division, a collective of PhD students exploring their identities through utilizing an array of media, is a panel discussion and film screening of *Buen Provecho*, a film by Art Division's La Carcacha Film Collective. *Buen Provecho* presents interweaving vignettes of Angelenos moving through their city on one winter day, beginning with a chance encounter on a train, passing through MacArthur Park for an elote, and then up to Sunset Boulevard by bicycle. Each scene stands alone and yet still gives life to the next, creating a rich tapestry of the city of Los Angeles. Event begins at 3 p.m. on October 28.

To RSVP for Beach = Culture workshops, performances and film screenings, visit annenbergbeachhouse.com/beachculture.

GET INVOLVED: OPPORTUNITIES

FALL IN LOVE WITH LINCOLN POOL

For Santa Monicans, it's pretty much a given that we love the ocean and we love being in the water. Summertime is usually when we see friends or neighbors at the beach, or get together at one of the public aquatics facilities without worry about weather. As the seasons change, Santa Monicans can continue to enjoy a good lap swim at Lincoln Swimming Pool, one of three public aquatics facilities and the only public indoor pool located at Lincoln Middle School on California Ave. The Lincoln Swimming Pool offers six lanes, locker rooms, and 25 yards of 80° water for lap swimming that everyone can enjoy. There is no age requirement, but swimmers must be able to efficiently swim one length of the pool. Open to the public on Tuesdays, Thursdays, and Saturdays from 5:30 a.m. to 7:00 a.m., Saturdays and Sundays from 6:00 p.m. to 8:00 p.m. Fees are \$3.50 for residents and \$7 for non-residents.

Call 310.458.8700 or email aquatics.mailbox@smgov.net for more information, or visit smgov.net/swim.



GET INVOLVED WITH YOUR CITY: SHARE YOUR THOUGHTS ABOUT PUBLIC ART

Public art is important to the life of many cities throughout the country, including Santa Monica. That's why the City of Santa Monica has embarked on a public art master plan to outline a vision and goals for public art in Santa Monica, identify key opportunities for projects and initiatives, and define procedures for decision-making and oversight. We want to look at questions like, What is the role of public art in Santa Monica? How can it benefit the community? What locations and places in Santa Monica would residents like to see public art? Help shape the future of public art in Santa Monica by taking a quick 10-15 minute survey at bit.ly/SaMoPublicArt. Thank you in advance for participating.



"Cradle" by Ball Nogues Studio, City of Santa Monica Public Art Collection

GET INVOLVED: OPPORTUNITIES

GET TO KNOW SHANNON FRESHWATER, THE STUDIO ARTIST-IN-RESIDENCE AT THE CAMERA OBSCURA ART LAB AUGUST 9 THRU NOVEMBER 15

Shannon Freshwater, the City of Santa Monica's studio artist-in-residence at the Camera Obscura Art Lab, finds inspiration in the mysterious and unknown, as well as in pop culture and various subcultures. She grew up in the bizarre landscape of Las Vegas, studied painting and film in New Mexico, and lived in a collaborative art community in Seattle before moving to Southern California in 2005. Shannon is a graduate of Art Center College of Design, where she now teaches in the illustration department as well as teaching in the art department at California State University Northridge. Her illustrations have appeared on various book covers as well as The New York Times, Le Monde, Scientific American, and others. She has exhibited her work across the US and her book covers are included in the permanent collection of AIGA in New York.

Shannon's residency at the Camera Obscura Art Lab includes both creating artwork as well as leading low-cost classes and workshops that cover the practice of image-making in a variety of media. Her residency work includes creating a collection of 2D and 3D sculpture and costume that incorporate discarded toys, jewelry, blankets, and other items from local thrift stores to depict strong warrior women characters. Through the use of folk art and crafts techniques that could be classified as traditional "woman's crafts" such as bead work and weaving, Shannon is exploring the ideas of transformation, self-empowerment, and upending power dynamics.

Visitors to the Camera Obscura may be able to catch a glimpse of Shannon at work, or can sign

up in advance for one of her workshops that explore foil embossing, foam relief printing, and other mixed media. Workshops range from \$5 to \$10, with all materials for workshops provided. To register in advance or to see the schedule of classes, visit smgov.net/reserve, and search Shannon via the Activities tab, or call 310.458.2239.



GET INVOLVED: OPPORTUNITIES

ANNENBERG COMMUNITY BEACH HOUSE

Summer continues at the Annenberg Community Beach House! The historic pool stays busy with weekend-only recreation swim through October 1.



SUNSET SWIM for adults (18+) serves up summer with some chill, hot nights. Float on a swan, make s'mores, play mini-ping-pong—it's your night! Are you an adult, looking to stay active? You can close one week and launch the new one with a stylish and rigorous **SYNCHRONIZED SWIMMING WORKOUT** with the fabulous Aqualillies.

For more dynamic water workouts, try **BOGAFIT** class, or paddle out into the ocean in a Saturday morning **STANDUP PADDLEBOARD CLASS**. If you're land-based, get your Zen on and join Santa Monica **YOGA** instructors for a gentle, go at your own pace class with an ocean view, or relax at the end of the day with **ADULT**



Photo credit: Jonathan Rios

VOLLEYBALL. Parents, with four different levels to choose from, you'll find the right class for your young swimmer in one of the **SEMI-PRIVATE SWIM CLASSES**.

On land, **VOLLEYBALL FOR YOUTH** will keep your teen's energy flowing and skills growing! Check out the current **GALLERY** exhibit or visit the **MARION DAVIES GUEST HOUSE** for a peek into the rich history of the Beach House in its Gold Coast era.

To enjoy fall at the Beach House, take advantage of the change in season to enjoy quiet time in the courtyard, or when the guest house is open, tuck into a quiet corner with a book. And anytime is a great time for a walk on the beach, a bike ride, and breakfast or lunch at **BACK ON THE BEACH CAFÉ**.

Check annenbergbeachhouse.com or call 310.458.4904 for updated hours and details of activities.



Photo credit: William Short

About the Annenberg Community Beach House

The Annenberg Community Beach House is wheelchair accessible and ADA compliant. For disability-related accommodations, please call Guest Services at 310.458.4904.

The Annenberg Community Beach House at Santa Monica State Beach is operated by the City of Santa Monica. The Beach House is made possible by a generous gift from the Annenberg Foundation, at the direction of Wallis Annenberg, and in partnership with the City of Santa Monica and California State Parks. Additional funding was provided by the U.S. Department of Housing & Urban Development.

GET INVOLVED: OPPORTUNITIES

AT THE LIBRARY: GET A CARD, CELEBRATE BANNED BOOKS, AND LEARN HOW SANTA MONICA EATS

September is Library Card Sign-up Month. All California residents are eligible to receive a free Santa Monica Public Library card. Stop by any SMPL location to get your card.



Celebrate banned books at the Library! Banned Books Week (September 24–30) is an annual celebration of the freedom to read. It highlights the value of free and open access to information, including the freedom to seek, publish, read, and express ideas—even those some consider unorthodox or unpopular. Throughout the month of September, Santa Monica Public Library features a special Banned Books Week display in the Main Library lobby. On Tuesday, Tuesday, September 26, at 6:30pm, the Main Library screens *Fahrenheit 451*, the 1966 film of Ray Bradbury’s classic novel about an oppressive future world, and one of the most challenged books of all time.

Then dig into Santa Monica Eats!, a six-week series about all things food. Starting the first week of October, we are offering a smorgasbord of presentations, workshops, and displays that explore Santa Monica’s rich culinary history. Program highlights include a hands-on fermentation workshop with Slow Food Preservers Los Angeles; a talk on gardening with California natives and edibles with Lili Singer of the Theodore Payne Foundation; Restaurant Start-up Essentials with a SCORE business mentor; a presentation by Chef George Geary, author of L.A.’s Legendary Restaurants; kitchen chemistry for kids; a display of vintage menus and historical photos in the Main Library lobby, and much more! Visit smpl.org for a complete list of events.



Santa Monica Public Library Info

smpl.org

Main Library: 601 Santa Monica Blvd. | 310.458.8600
Fairview Branch: 2101 Ocean Park Blvd. | 310.458.8681
Montana Avenue: 1704 Montana Ave. | 310.458.8682

Ocean Park Branch: 2601 Main St. | 310.458.8683
Pico Branch: 2201 Pico Blvd. | 310.458.8684

LIBRARY HOURS

Main Library: Mon - Thu 10 a.m. - 9 p.m. | Fri - Sat 10 a.m. - 5:30 p.m. | Sun 1 - 5 p.m.
Branches: Mon - Thu noon - 9 p.m. | Fri noon - 5:30 p.m. | Sat 10 a.m. - 5:30 p.m.
 Closed on Sundays

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

GET INVOLVED: OPPORTUNITIES

ALTCAR EXPO AND RIDE & DRIVE BRINGS CLEAN TECHNOLOGY TO SANTA MONICA

The 12th annual City of Santa Monica AltCar Expo and Ride & Drive returns to the Santa Monica Civic September 15-16! Free admission offers you the opportunity to test drive the latest alternative-technology vehicles (electric, hydrogen fuel cell, and hybrid) currently on the market, all in one convenient location. Product specialists will be on hand to answer questions and information on fueling and charging details, along with details on obtaining rebates up to \$10,000 on the purchase or lease of alternative technology vehicles. AltCar Expo is the only event in the Western U.S. that offers such a large variety of vehicles for an extensive hands-on experience at no charge. This event brings together vehicle manufacturers and alternative fuel vehicle enthusiasts, fleet managers, legislators, and others to offer a sneak peek at the rapidly expanding industry.

The Ride & Drive and Expo is open to the public on Friday and Saturday from 10-5 p.m. The Industry and Fleet Conference will take place Friday and requires pre-registration. Come down on Saturday, September 16, for free bike workshops. Also on Saturday, you'll find an all-day bike-repair workshop. Bring in your bike for a FREE tune up, learn how to change tires, and more.

On Friday, September 15, parking in the Santa Monica Civic lot is \$5 upon entry. On Saturday, September 16, parking rates for both the Santa Monica Civic lot and for the Civic parking garage is a \$5 maximum charge, based on the time you're parked.

Since its inception, AltCar Expo has been at the forefront of the rapidly expanding cleantech ecosystem, encouraging drivers to consider alternative fuel vehicles and legislators to think about the future of clean tech. For more information, visit altcarexpo.com or call 310.390.2930.

12th Annual
City of Santa Monica
2017 ALTCAR
Expo and Ride & Drive

Friday & Saturday, September 15-16
10am - 5pm • Santa Monica Civic

FREE ADMISSION to Expo Floor, Ride & Drive Area, Demos, & Speakers

- Test drive in one free, convenient location, the largest selection of currently available models of electric, hydrogen fuel cell, and hybrid vehicles with product specialists.
- Get info on rebates up to \$10,000

Plus: Alternative energy, automated vehicles, future of car share, bikes, public transportation and more

Contact Platia Productions at 310-390-2930, ext 3 for more information | altcarexpo.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 12**
- September 26**
- October 10**
- October 24**

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.