



City of
Greenfield *Where Historic El Camino Real Meets Monterey Wine Country*



**CITY MANAGER'S REPORT
NO. 03
Week Ending May 24, 2013**

From the office of the City Manager:
Susan A. Stanton



**Say It to
Susan!!!**

Come by and let me
know what's on your
mind, or just say hi...
I will be at:
NV Burgers
Today



Join Our Mailing List!

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HAPPY FRIDAY TO ALL!!!

It is an exciting time to be in Greenfield. On Tuesday, the City Council and members of the Planning Commission reviewed an extensive report from EMC Planning Group Inc. regarding the Walnut Avenue Specific Plan and were excited about the community's future in developing a regional shopping center in "the heart" of the Salinas Valley. On that same night, the City also had a very productive meeting with staff from Monterey County and the Local Areas Formation Commission regarding the approval of the City's Sphere of Influence. Both of these projects are critical in creating new economic opportunities in Greenfield; both projects are the efforts of many former and current Council members and City Managers who have all contributed to the City's future. On Tuesday, the City will approve a number of agreements to begin the construction of a new 32 unit Senior Affordable Apartment project in the City.

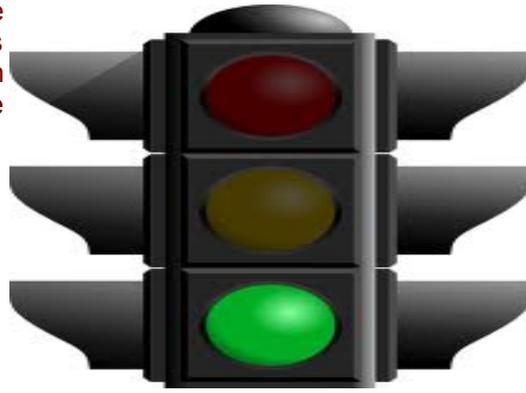
It is certainly an exciting time to live in Greenfield. This report contains additional information on each of these projects and I would encourage everyone in the City to take time and read the materials and contemplate our future. While we all tend to think about public safety, gangs and crime, Greenfield is a very vibrant community with energy and positive things to be excited about during the next several years.

City Hall will be closed on Monday in observance of the Memorial Day holiday. We all need to take time and remember the men and women who have died serving in the United States Armed Forces. Maybe even a special prayer for the 3,542 men and women who have died in Iraq and the 1,435 men and women who have died in Afghanistan.

MARKETING FORECASTS IMPROVE FOR GREENFIELD!

In preparation of the City's Walnut Avenue Plan, Economic & Planning Systems, Inc. (EPS) worked with EMC Planning Group and the City to prepare a Market Evaluation and Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis for the Walnut Avenue Specific Plan. Overall, EPS considers the Project to be more appealing today, from a market perspective, for several reasons. First and foremost, national economic conditions have improved markedly, and the market for real estate in California has continued to recover from the "bust" in various sectors of real estate, including a slowing of distressed transactions and stabilization and appreciation of property values. On a more localized basis in Southern Monterey County, the regional competitive landscape for real estate has continued to evolve, and economic

initiatives in Greenfield bring promise to the area's continued revitalization. These factors have been considered and are evaluated in further detail in this memorandum. Read the entire report [here](#).



Keeping Your Water Safe...What are you Drinking?

The Public Works Department Water Division is preparing to send out the 2012 Annual Water Quality Report to Greenfield residents. If you would like to receive this report electronically please email: [Carmen Lorenzana](#) in Public Works; provide her with the name that is on the account and a property address. If you have any questions, please call City Hall at: 831.674.5591.



Magnolia Apartments Coming to Greenfield!

Two months ago AMG & Associates, LLC approached the City for the construction of Affordable Senior Rental Apartments. The proposed project is a 32-unit rental new construction project known as Magnolia Place located on a 1.89-acre parcel situated on the northeast corner of 12th Street and Elm Avenue. With a mix of 26 one-bedroom units and 6 two-bedroom units; the proposed project will target seniors earning up to 55% of the area median income for Monterey County. The units will be newly constructed two story garden style apartments. The buildings will be oriented appropriately throughout the site with the intent to create a safe and stable community concept. Raised garden beds with a water efficient irrigation system will be provided on-site for residents to grow their own fruits, vegetables and flowers and to enjoy gardening as a hobby. See the proposed project [here!](#)



How Are We Spending Your Money??

Come and join us! The City Council is reviewing the budget on Saturday June 1st here at the Civic Center. Let your elected officials know how we can better serve you and your family!



Sunset Over Greenfield!

City Council Tour of the Oxidation Ponds and Public Works Corporation Yard

The City Council toured the City's Wastewater Treatment Plant (WWTP) and the Public Works Corporation Yard as part Council's Agenda at their May 14, 2013 meeting. The tour provided additional insight of the needed improvements at the WWTP and at the Corporation Yard. The same

improvements are listed in the proposed 2013-2014 Budget Capital Improvement Project (CIP) list. One of the major improvements includes cleaning and refurbishing three Effluent Oxidation Ponds at the WWTP. This beautiful sunset photograph was captured during the tour while looking across Oxidation Pond No. 2! You see, this is proof that there is beauty even at the City's WWTP. Cleaning and refurbishing the three ponds will provide the needed increase capacity for the Plant's operations while satisfying the State's Water Discharge Requirements.

Additionally, while touring the Corporation Yard, the Council reviewed the proposed plans to install storm drain improvements, construct curb and gutter, and pave the yard with asphalt. Discussion and questions included the need for the project; the function and efficiency of the proposed storm drain system; the required new pavement thickness; and the need to provide increased efficiency and safety for every day operations to serve the public.

Let's Keep Greenfield Clean!!!

If you see a code matter that you feel needs to be addressed by the City, please email: [love Greenfield](mailto:lovegreenfield@cityofgreenfield.com)



New Crossing Guards

Our new Crossing Guards have been out there for 2 weeks now, and we although it has not been perfect, it has been working well. The City and Oak Elementary School Principal Swati Dagar, appreciate your patience and understanding during this adjustment period.

Next week Public Works will be painting a crosswalk at the East Corner of San Antonio & Oak Avenue. In the near future the City will also look into installing a yellow/amber flashing light to remind drivers to drive cautiously in front of the school.



GET YOUR KID A GOPASS!!

Monterey-Salinas Transit (MST) is again offering the Summer Youth GoPass, providing youth unlimited rides on all MST's routes from June 1 through August 31 for only \$38. The pass offers a savings of \$247 as compared to the purchase of three 31 Day Super Discount GoPasses. It is the perfect way for individuals 18 years and under to get to all of their favorite places including the movies, the mall, the beach, their summer job, museums, and cultural and youth centers.

The 2013 Summer Youth GoPass is available now and can only purchased at www.mst.org and MST customer service locations including the Bus Stop Shop in Monterey, Marina Transit Exchange and Salinas Transit Center.

For more information, call Monterey-Salinas Transit toll free at 1-888-MST-BUS1.



FREE CAMPING!

Introducing FamCamp Summer Program 2013

California State Parks, Office of Community Involvement and California State Parks Foundation will be hosting an outdoor recreation & camping event for Monterey area youth (ages 12 to 17) on:

July 23, 24 & 25, 2013 at San Luis Reservoir State Recreation Area

The event consists of three-days & two nights of camping, starting at 3pm on the first day, a full 2nd day and ending at 12 Noon on the last day.

This event consists of three days of fun including physical and water related activities, environmental awareness, education programs, and overnight camping. The goal of this event will be to introduce youth from the Monterey area to camping, to an overnight outdoor recreation experience, hiking, kayaking, fishing and much more to strengthen human relations by teaching a new form of recreation and to promote the use of State Parks by community based organizations. This event will attract approximately 100-150 inner city youth coming from throughout the Monterey area. Participation is through respective local community based organizations located in the Monterey area.

There are 20 spaces open for sign up. We would love to send a full group. If you are interested or know of someone who would like to attend as a participant or Chaperone or have questions, please contact [Nina Aguayo](#). We need two chaperones, one male and one female (at least 21 years of age) Check out the [Registration Form](#) and additional information.



Greenfield Police Officer Saving a Life...

On the Morning of May 15th at about 7:40a.m. Sergeant Frank Ceja was awakened at his home by a female neighbor pounding on his front door. He looked out the window and observed her screaming frantically and holding her one year old infant son in her arms.

Sergeant Ceja immediately opened the door and observed the neighbor holding her son who was limp in her arms. The child was pale and his head was resting lifelessly on her chest. Sergeant Ceja noticed that the baby's lips and mouth were dark purple and that the infant appeared to have stopped breathing.

Sergeant Ceja was handed the child, and found a very faint pulse, but no breathing. Sergeant Ceja immediately started first aid by attempting to clear the child's airway and provided rescue breathing. He then directed the neighbor to call 911 and continued to provide rescue breathing for several minutes before the child gave a weak gasp for air and began to have some labored breathing on his own. At this time the baby also began to give a weak cry.

Sergeant Ceja continued to stimulate the infant by touching the bottom of his feet and gently rubbing his chest. Eventually, the child began to slightly move his arms. The infant's breathing and pulse became stronger. The infant's normal skin tone returned and the purple coloration around his lips and mouth area disappeared.

Shortly thereafter, Gonzales Police officers arrived on scene with paramedics. The infant was provided oxygen, eventually opened his eyes and began to respond to touch and sound. By the time the child was transported from the scene, he was much more alert and sucking on his thumb.

Sergeant Ceja's training and quick actions clearly saved the life of this small infant. Chief Sills will be nominating him for a "Life Saving Award" with the Monterey County Peace Officers Association.



Don't Throw It Away Greenfield...Compost It!

The Salinas Valley Solid Waste Authority is continuing to host FREE composting workshops at the Chinatown Community Garden located at 5 Soledad Street in Salinas. To register online for the composting workshop go to our website <http://www.svsua.org/composting.cfm> or you can also register on-site on the day of the workshop. Their next composting workshop dates are: **Saturday, May 25th, 2013 at 10:00am to 11:00am** and **Saturday, June 22nd, 2013 at 10:00am to 11:00am**

LOOKING FOR A FEW GOOD PEOPLE

If you are interested in serving on a particular board and would like to apply... [click here](#) to download an application and turn it in to City Hall.

Spread the Word!!! We would love to have more readers!

If you know of anyone that would be interested in receiving our Report, please have them contact: [Nina Aguayo](#) or call City Hall @ 831.674.5591. Thank you for your support!



Upcoming Events...

Child Safety Seat Check Event!

When: Saturday June 22nd
Where: Greenfield High school
Time: 10:00a.m. to 2:00p.m.

More information coming your way...

Open Mic Night!

When: Friday June 28, 2013
Where: NV Burgers
Time: 7:00p.m. to 11:00p.m.
You can pre-register at NV Burgers
anytime before 6:00p.m. Friday June
28th...for more info call...831.809.1244

