



PACIFIC GROVE WEEKLY SUMMARY

June 12, 2015

CITY COUNCIL

Major actions taken by the Council at its June 10, 2015 meeting, which had been continued from June 3, 2015 to reconsider one item, included direction to staff to submit a letter, in response to a request for comments by the County on the draft environmental report (DEIR) for the Pebble beach Inclusionary Housing Project. Council directed that the letter, among other items already addressed, ensure that attention is focused on the Sunset at 17 Mile Drive alternative site, that the environmental analysis adequately consider the impact of development on the alternative sites on the Del Monte Forest, and on City services, such as the Library. (The letter is being redrafted by staff, will be sent to the County next week, and will be attached to next week's Summary)

The agenda reports and supporting documents for this action are on the City's website, at <http://www.cityofpacificgrove.org>. Details of the actions taken will also be available, upon completion and adoption of the meeting minutes, which will also be posted on the website.

COMMUNITY DEVELOPMENT

Holman Building. The Department of Community and Economic Development announced this week that draft plans for the renovation and re-use of the Holman Building have been submitted to the Department for review and comment. Department Director Brodeur has sent a letter to the applicants asking them for more information before the plan sets can be deemed complete. "It is my intent to identify potential design issues early so that we can avoid lengthy delays in the proper processing of the plans" said Brodeur. "It is also my intent to seek an affirmative recommendation from Historic Resources Committee and the Architectural Review Board before taking this item to Planning Commission for their approval", he added. Plans are available in the Department of Community and Economic Development for the members of the public to review. A full sized set of architectural plans will be kept at the front counter. Appointments are recommended by calling Debbie Gonzales at (831-648-3183).

Community Walk in the Asilomar State Park Sand Dunes. *New! Special Guest appearance by Coastal Commission staff Kevin Kahn.* Please join Asilomar State Parks staff, Coastal Commission staff, and City staff the morning of Saturday, June 13 at 9:30am for an update on the [Local Coastal Program](#) and a walk through the sand dunes. Learn about your coast and the unique environmentally sensitive habitat area found in the sand dunes. The walk is about ¼ mile and is accessible. Please call Lisa Bradford, State Parks staff at 646-6445 for accessibility details.

Date: Saturday, June 13, 2015

Time: 9:30-10:30am

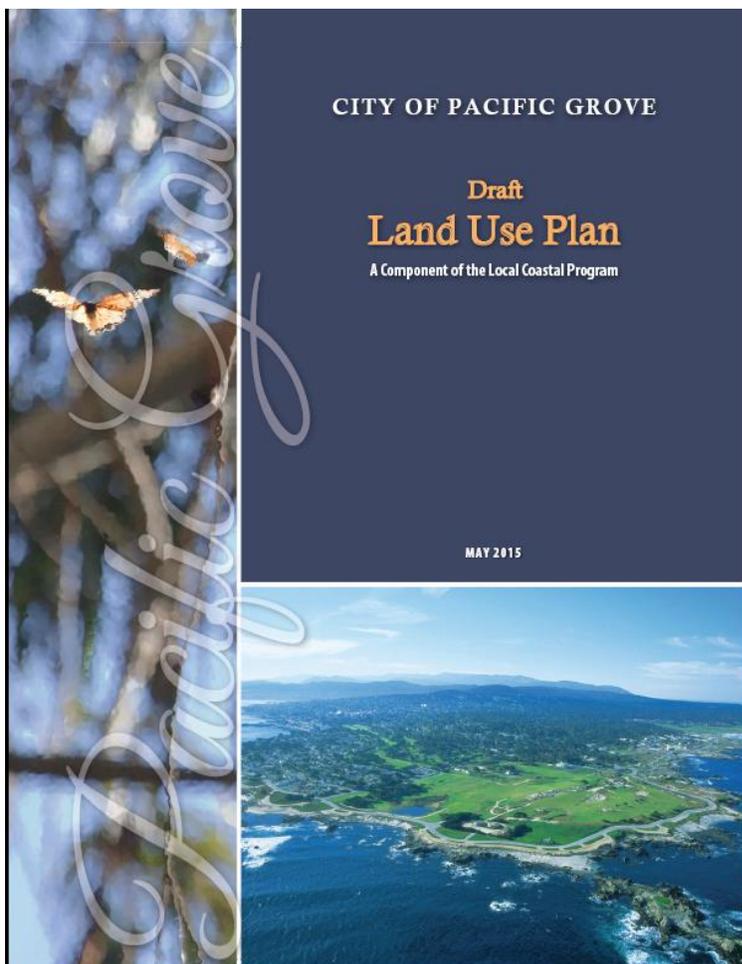
Gathering Location: Hearst Social Hall, 800 Asilomar Blvd, Pacific Grove

Morning refreshments and breakfast items will be available for purchase.
Thank you for your participation!

Pumphouse Draft Environmental Impact Report Now Available for Review. The Draft Environmental Impact Report for the CalAm Pumphouse in the roundabout at Hillcrest and Eardley, and associated Appendices, is now available for review and is posted to the City's [CEQA](#) website. Staff appreciates all public review, comments, and participation. Please send written comments to [Anastazia Aziz](#), AICP, Senior Planner and [Ashley Hobson](#), Contract Assistant Planner by **Monday, July 27, 2015**.

Draft Local Coastal Program Land Use Plan Now Available for Review. The Draft Local Coastal Program Land Use Plan is now available for review and is posted to the [Local Coastal Program Update](#) website. Staff appreciates public review, comments and participation in the Local Coastal Program Update process. Please review and comment on the Draft Land Use Plan and send written comments to [Anastazia Aziz](#), AICP, Senior Planner by **Monday, July 13, 2015**. The [Planning Commission](#) will discuss the draft document at Planning Commission meetings and will forward a recommendation to [City Council](#). Your attendance and comments at meetings is welcome and appreciated.

Once Council approves the Draft Land Use Plan, the document will be submitted to the [Coastal Commission](#) for further review and certification. Staff will also commence work on the associated Implementation Plan, or Zoning Ordinances for the coastal zone. There will be associated meetings and opportunities for public comment during the Implementation Plan phase of the Update. Staff looks forward to continued public participation to help craft these important coastal zone documents.



HERO Program. This week the HERO (Home Energy Renovation Opportunity) Program has launched in the City of Pacific Grove. HERO is a PACE (Property Assessed Clean Energy) program, supported by the State of California in cities, counties and unincorporated areas throughout the state. HERO is a method of financing energy efficiency, water efficiency, or renewable energy retrofits or electric vehicle charging stations for residential and commercial properties. HERO helps property owners to use financing to retrofit their homes or businesses with no money down and pay for the assessment through their local property tax bill. Loans are associated with the property, not the property owner, and therefore may transfer to the new owner upon the sale of the property. Mayor Kampe says “The HERO Program brings financial support to make environmental upgrades possible for more of our property owners. Homeowners can now consider permanent water-saving upgrades like high efficiency toilets, showers, and faucets and energy efficiency upgrades such as window installation or even solar panels. HERO makes it so much more affordable.” The HERO Program is the most widely adopted Residential PACE Program in the U.S., accounting for 95% of all projects. The program is offered in over 200 cities, has financed more than \$375 Million in energy and water saving improvements with 9 out of 10 customers saying they’d recommend HERO to a friend. HERO offers homeowners additional consumer protection benefits including extensive contractor training, fair-price monitoring, experienced customer service reps, and dispute resolution assistance to resolve any consumer complaints. The HERO Program benefits homeowners, the environment, and the community.



Your energy efficient future, today.

For more information go to <http://www.heroprogram.com/pacificgrove>

Watch information video by clicking [HERO](#)

Call City of Pacific Grove Housing Division at 831.648.3199

FIRE DEPARTMENT

Fire in Monterey. On June 6, 2015 at approximately 10:11 a.m., the Monterey Fire Department responded to a structure fire located at a home on John Street. The response included six engines and mutual aid assistance from the Seaside Fire Department. There was heavy smoke coming from the structure and it was determined that the origin of the fire was coming from a bedroom. The fire was under control approximately seven minutes after arrival. One resident received minor burns to both hands from attempting to suppress the fire and was treated by *American Medical Response* ambulance personnel. Salvage operations were started while fire victims

received assistance and the Red Cross was notified. PG&E was requested to the scene as the cause was determined to be electrical in nature. Fire Department personnel then boarded up a window and secured the residence.

Fire in Pacific Grove. On June 7, 2015 at approximately 6:49 p.m., the Monterey Fire Department responded with several Engines to a structure fire located at a Senior Apartment Complex located on Jewell Street. The fire was on the third floor of a balcony and was quickly extinguished. It was determined that the origin of the fire was a discarded cigarette in a planter with wood mulch. Siding and other burned debris were removed from the scene by the Fire Department.



HUMAN RESOURCES

New Hires. The City is pleased to announce the following individuals who have recently accepted positions:

Victor Bianchi started his career with the Pacific Grove Police Department as a Police Officer on June 1st.

Debbie Keim has accepted the part-time position of Office Assistant in our Finance Department and will begin on July 1st.

Roberta Feliciano has accepted the position of Assistant Planner and will join the Community & Economic Development Department on July 6th.

LAW/POLICE DEPARTMENT

Weekly Highlights. Attached you will find Chief Myers' Weekly Police Report for the week of June 5, 2015 to June 11, 2015, with the Year-to-Date Monthly Highlights.

New Parking Meters. This week the City of Pacific Grove replaced all 101 parking meters around the American Tin Cannery on Ocean View, Dewey, Sloat, and Eardley. The new parking meters more conveniently accept both credit card and coin, utilize solar panels, view customizable display screens, and wirelessly transmit real-time data to a web-based management

system. In addition, the new metal housings are more rust resistant. We appreciate everybody's patience as we closed and reopened parking spaces.

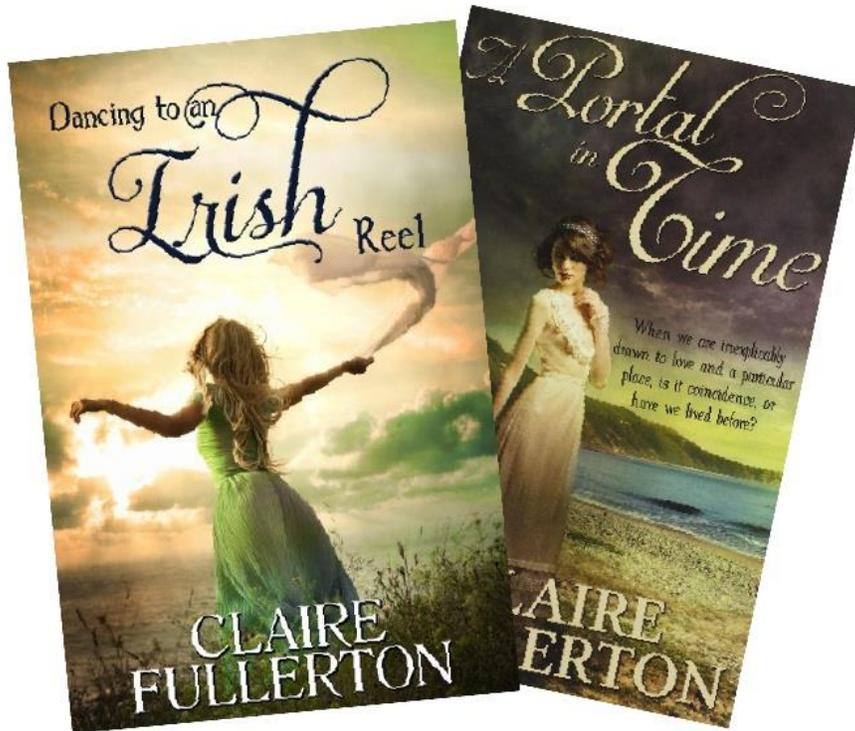


MUSEUM

International Exhibition. On Saturday, June 20, from 3-4:30 p.m. come see the lecture: A visit to “Jewel City”: How the 1915 Panama Pacific International Exhibition (PPIE) saved the California abalone industry and made Monterey “the Sardine Capital of the World.” This is one of two lectures celebrating the 100-year anniversary of the PPIE.

<http://www.pgmuseum.org/museum-events/2015/6/20/lecture-a-visit-to-jewel-city-how-the-1915-panama-pacific-exhibition-saved-the-california-abalone-industry-and-made-monterey-the-sardine-capital-of-the-world>

Author Series. The Museum will offer its first PGMNH Author Series on Saturday, June 27, from 3-5 p.m. Come meet author Claire Fullerton, ask her questions, and learn about her writing process. Fullerton is the author of two books, “Dancing to an Irish Reel” and “A Portal in Time.” Books will be available for purchase at the event. <http://www.pgmuseum.org/museum-events/2015/5/8/pgmnh-author-series-claire-fullerton>



RECREATION

Fourth of July. Pacific Grove Chamber of Commerce is pleased to announce the **FOURTH OF JULY HOMETOWN CELEBRATION** to be held Saturday, July 4th from 11:00 a.m. to 3:00 p.m. at Caledonia Park - Tommy Stillwell Court (Behind the Post Office). Entertainment will be provided by the Firefly Band of Pacific Grove and Tom Faia & The Juice. Firefly is a classic rock band based out of Pacific Grove, CA. Formed in 2004, the focal point of the band is the classically trained sultry vocals of Kate Daniel. Tom Faia & The Juice is a local band led by Monterey Peninsula native Tom Faia. A delicious BBQ lunch will be offered and includes a half chicken, potato salad, garlic bread, salad and dessert all at a price of \$10. Celebrate the 239th anniversary of the adoption of the Declaration of Independence with a dramatic reading presented by the Pacific Grove Rotary Club as part of the festivities. Bounce houses will be available for the kids. A special ceremony will be held to honor all veterans. For more information contact the Chamber at (831) 373-3304 or www.pacificgrove.org



Fourth of July Volunteers Needed. Pacific Grove Chamber of Commerce needs volunteers for the Fourth of July celebration that will take place at Caledonia Park, Tommy Stillwell Court (behind the Post Office) on Saturday, July 4, 2015 from 11:00 am to 3:00 pm. Please consider volunteering during set up, food service, or clean up. For more information, contact Rita at [\(831\) 373-3304](tel:8313733304) or rita@pacificgrove.org.





June 13th Community Walk in the Asilomar State Park Sand Dunes

Local Coastal Program Update



You are invited to participate in a **Dunes Walk** led by Asilomar State Parks staff and City staff. Walk is about ¼ mile.



- Learn about the Sand Dunes and Environmentally Sensitive Habitat Areas
- Local Coastal Program Update Process and Timeline
- Questions, Comments, and Feedback
- ADA Accessible – please call Lisa Bradford for details 646-6445

For more information please see the City of website
www.cityofpacificgrove.org

Saturday, June 13th 2015

9:30-10:30 am

**Gather at: Hearst Social Hall
800 Asilomar Ave, Pacific Grove**

For more information contact Anastazia Aziz,
Sr. Planner at: aaziz@cityofpacificgrove.org
or 831-648-3183



THE HERO PROGRAM

Frequently Asked Questions

Q: What is the HERO Program?

A: HERO is the #1 energy-efficiency financing program in the United States. HERO is a private program that partners with local governments to make energy efficient, water efficient, and renewable energy products more affordable for homeowners. The partnership enables any city or county to offer Property Assessed Clean Energy (PACE) financing to property owners within their community. HERO is privately funded and requires no cost outlays by participating communities. To learn more about HERO, visit www.heroprogram.com.

Q: What does the name "HERO" stand for?

A: HERO is an acronym that stands for: Home Energy Renovation Opportunity.

Q: How is HERO different than other forms of financing?

A: HERO partners with local government to provide a private financing option that enables property owners to make upgrades with the newest and most energy and water efficient products. The partnership permits payment of the HERO loan to be made through property taxes and interest on the loan is tax deductible. HERO finances 100% of the cost for purchase and installation of eligible water and energy efficient products. HERO offers low-fixed interest rates, flexible payment terms including 5/10/15/20 years for most products. Additionally, if the property is sold before the HERO loan is paid in full, the remaining payments can be passed on to a new property owner.

Q: What types of improvements are eligible for HERO?

A: More than 900,000 product models qualify, enabling consumers to access to most advanced technology for the efficiency upgrades. Typical projects covered by HERO include: solar photovoltaic (PV) systems; energy efficient space heating, air cooling and ventilation (HVAC); cool roof systems; upgrades to windows, skylights and doors; solar thermal water heating; air sealing and weatherization; insulation; water heating; indoor energy efficient light fixtures and water efficiency measures.

Q: What products are available to help homeowners conserve water?

A: HERO Financing is available for a wide variety of indoor and outdoor water-saving improvements. Inside the home, HERO supports investments in high-efficiency plumbing fixtures and high efficiency water heaters, which cut down on waste by increasing the speed at which hot water reaches the tap. Outdoors, HERO Financing can be used to pay for artificial turf, drip irrigation, rotating sprinkler nozzles and weather-based irrigation control systems. Whole-home graywater reuse and rain catchment systems can also be financed through HERO.

Q: Are all contractors qualified to install eligible HERO products?

A: No. Contractors must be registered with the HERO Program in order to be qualified to install HERO eligible upgrades. To register with the HERO Program contractors must be properly licensed and bonded with the Contractors State License Board. To find a registered HERO Contractor, please enter your zip code at www.heroprogram.com. Property owners are responsible for the selection of the contractor(s) and product(s) necessary to complete their project.

Q: What happens if a property is sold?

A: Property taxes typically stay with the property when it is sold. Under the HERO Program, when you sell or refinance your property, your remaining payments may stay with the property. However, your lender may require you to pay off the remaining balance when you refinance or sell your home.

Q: Who can apply for HERO?

A: The HERO Program is available to commercial and residential property owners in many cities and counties across the State of California. To find out if HERO is available in your community please enter your zip code at www.heroprogram.com or call 1-855-HERO-411(1-855-437-6411).

Q: Are there application fees?

A: There are no fees to apply for HERO.

Q: What interest rates does HERO offer?

A: The interest rate for HERO financing are competitive and vary depending upon the term. Terms can cover 5/10/15/20 years and will affect your rate. HERO interest payments are tax deductible, which can lower the effective interest rate.

Q: What are the eligibility criteria for HERO?

A: Homeowners who meet the minimum criteria below are eligible for HERO financing. Specific eligibility requirements for residential properties include the following:

- All mortgage-related debt must not exceed 90% of the value of the property.
- Mortgage payments must be current at the time of application, and property owner(s) must not have had more than (1) 30-day mortgage late payment over the past twelve months.
- Property taxes for the prior twelve-month period must have been paid on time and no more than one late payment within the past three years.
- No outstanding involuntary liens, such as tax liens or mechanic's liens.
- The property owner(s) must not have filed for bankruptcy in the past two years. If they have a bankruptcy record between two and seven years old, they the property owner(s) must not have had any additional late payments more than (60) days past due in the last (24) months.
- Mobile homes must be permanently attached to the property and the owner of the underlying property must be the applicant and be subject to real property taxes.

Q: Can HERO be used for more than one project?

A: Yes, a property owner can finance multiple projects. However, all projects must be approved in order to make sure they meet efficiency standards.

Q: Who may install HERO financed products?

A: Only contractors registered with the HERO Program or a property owner who has signed a Self-Install Agreement may install HERO Financed Eligible Products. Contractors can register instantly at www.heroprogram.com as long as they have a valid California State Business License.

Q: How is the HERO loan repaid through my property taxes?

A: The repayment of HERO financing is included in your property tax bill, which is delivered and collected by the county. You will see a line item titled HERO financing on your property tax bill. If you make property tax payments through an impound escrow account, your lender will adjust your monthly payment to include the amount due for HERO.

Homeowner Benefits



Affordable Payment
Options



0% Down Payment
Requirement



Easy to Qualify



Transfers with
Property



No Payments up
to 18 Months



Tax Deductible
Benefits

Community Benefits



Creates
Jobs



Reduces
Emissions



Stimulates the
Economy



Saves
Energy

THE HERO PROGRAM

Water Conservation Overview

HERO Helps Homeowners Conserve Water

California is facing persistent drought, and local governments are struggling to reduce demand in their communities. Finding easy and affordable ways for homeowners to make water-saving retrofits, rather than relying on changes in daily behaviors, is a priority for most cities and counties in the state. HERO is already helping 199 California cities and counties save water.

HERO makes water-saving improvements fast and affordable for homeowners.

The HERO Program makes it easy and affordable for homeowners to make water-saving investments in their homes by paying off eligible improvements over time through their property taxes.

Water-saving investments that are eligible for HERO Financing include:

- **High-efficiency plumbing fixtures** including toilets, faucets and showerheads.
- **Water-saving landscaping upgrades** including artificial turf, drip irrigation, rotating sprinkler nozzles and weather-based irrigation control systems.
- **Water capture systems** including whole-home graywater reuse and rain catchment systems.

The HERO Program complements existing programs.

HERO-eligible improvements are often also eligible for local, state, federal and utility-specific rebate programs. That's no problem. Contractors that participate in the HERO program are trained to help homeowners find the most cost-effective solutions to meet their water and energy-saving needs.

It's easy for jurisdictions to make HERO available for local residents.

Offering HERO to residents in your community is simple. The local legislative body (City Council or Board of Supervisors) need only pass a resolution making it possible to offer the Property Assessed Clean Energy (PACE) HERO Financing program available to local residents. HERO staff will then work with city and county staff to bring the program online in your community. Making HERO available to local residents is revenue neutral for participating jurisdictions.



44 GAL/SQ FT

saved on average for turf lawns converted to artificial turf



3 GAL/FLUSH

saved on average for each high efficiency toilet installed



1 GAL/MIN

saved on average for each high efficiency showerhead installed



30K GAL/YEAR

saved on average for each household graywater system installed

THE HERO PROGRAM

Water Conservation FAQs

Q: How does the HERO Program help California jurisdictions to conserve water?

A: The less water that is wasted in each residence, the closer a city and county gets to meeting overall conservation goals. Investments in water-saving improvements also help homeowners to comply with water conservation measures and reduce water bills. HERO-eligible improvements make it easy for homeowners to cut down on water use by helping them to meet conservation targets passively. For example, a low-flow toilet automatically saves up to six gallons of water per flush, regardless of how often a toilet is flushed. A wide variety of water-saving products are available through HERO, and since approval is not based on a homeowner's credit score, a wide section of homeowners are eligible to participate.

Q: What products are available to help homeowners conserve water?

A: Financing through HERO is available for a wide variety of indoor and outdoor water-saving improvements. Inside the home, HERO supports investments in high-efficiency plumbing fixtures and high efficiency water heaters, which cut down on waste by increasing the speed at which hot water reaches the tap. Outdoors, HERO can be used to pay for artificial turf, drip irrigation, rotating sprinkler nozzles and weather-based irrigation control systems. Whole-home graywater reuse and rain catchment systems can also be financed through HERO.

Q: How much water can homeowners expect to save after making HERO-eligible improvements to their homes?

A: Exact savings will vary by home, level of usage, the product that is being replaced and the product installed. For example, rotating sprinkler nozzles save as much as 20% over traditional spray sprinkler models. Whole-home graywater systems save an average of 25,000-35,000 gallons of water each year, depending on the age of the home. A single high efficiency toilet can save as much as 16,000 gallons each year; replacing all toilets in a home can therefore add up to a significant savings. For a full list of water-saving products eligible for HERO financing, see <https://heroprogram.com/products>.

Q: How can jurisdictions track the amount of water saved through participation in the HERO Program?

A: The HERO Program tracks the number of homeowners who make investments using HERO financing as well as what improvements are made within every participating city and county. HERO staff can provide a breakdown of which projects are completing within your jurisdiction along with average water savings for each installed product to help staff track how the program is helping to reach jurisdiction-wide conservation goals.

Q: How do jurisdictions communicate with residents about saving water through HERO?

A: HERO provides a wide range of materials to help jurisdictions communicate with residents about saving water with the program, including mailer-inserts, articles for newsletters, print and online ads, and more. HERO can also provide materials for interacting with the media, including press releases, articles, and FAQs. HERO staff also can help arrange community media events and conduct local media outreach.

No-cost Training Workshop

HERO Contractor Workshop

TWO Dates to Choose From:

Tuesday, July 21
8:00 AM to 10:00 AM
Marina Public Library
188 Seaside Ave,
Marina. CA 93933

OR

Wednesday, July 22
7:00 AM to 9:00 AM
Temple Beth El
Community Center
3055 Porter Gulch Rd.
Aptos, Ca 95003



Contractors, you are invited to attend a local training to learn about becoming a Registered HERO Contractor. The HERO Program helps you make the energy efficient choice that is safe and affordable for property owners. For your convenience, two local morning training opportunities are planned, so that you have a choice of what day you will attend.

No Fee

Examples of eligible improvements that can be financed using the HERO Program include:

To Register:

Please contact

Steve Campbell:

scampbell@ambag.org

or 831-264-5103.

- Heating and air conditioning
- Water efficiency measures
- Window and glass film replacement
- Photovoltaic systems
- Solar thermal hot water systems
- Insulation and home sealing
- Cool Roofs
- Outside irrigation and lawn replacement

Visit us online at:

www.ambag.org

For more information on the HERO Program, visit www.heroprogram.com

HERO is a residential and commercial Property Assessed Clean Energy (PACE) Program. The following jurisdictions in the AMBAG region are part of the HERO Program: Monterey County, Santa Cruz County, Cities of Capitola, Carmel, Del Rey Oaks, Monterey, Pacific Grove, Scotts Valley.

Russ Kahn, of the HERO Program will be giving the presentation. This training is co-hosted by the AMBAG Energy Watch Program.

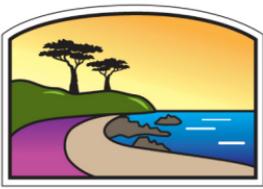
Complimentary light breakfast will be provided.



This program is funded by California utility customers and administered by Pacific Gas and Electric Company, under the auspices of the California Public Utilities Commission.

"PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.

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PACIFIC GROVE
CHAMBER OF COMMERCE
& TOURIST CENTERS

PRESENT

GOOD MORNING PACIFIC GROVE THE NEW HOLMAN BUILDING DESIGN

Wednesday, June 24th from 8:30 to 9:30 am
at Holman Building, 542 Lighthouse Avenue
(Former Kelly Moore Paint Store)

MEET & GREET
Holman Building
Project Developer
Ernest Hahn
of Monterey Capital



Sponsored by:

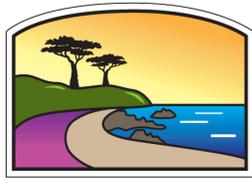


*Pacific Gas and
Electric Company*[®]

Join the Pacific Grove Chamber of Commerce and Downtown Business Improvement District members in reviewing the tentative design of the Holman Building. This is your opportunity to provide feedback on the potential design.

Complimentary refreshments

www.pacificgrove.org • (8 3 1) 3 7 3 - 3 3 0 4



PACIFIC GROVE
CHAMBER OF COMMERCE
& TOURIST CENTERS

&



PRESENT

CORNER SALE



June 13, 2015 9 am—3pm

Bank of America Parking Lot—601 Lighthouse Ave.

Furniture, art, toys, clothing, sporting goods, business equipment, & more

Live Music ~ Bounce House

All Proceeds Benefit The Bridge Restoration Ministry

www.tbrm.org • (831) 717-4479