



CITY OF GONZALES, CALIFORNIA 1947-2017

Seventieth Anniversary Edition

Annual Report

2017

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Maria Orozco, Mayor

2 Year Term

First Elected Mayor: 2008

Term Expires: 2018

City Council Member

2001-2008

Boards/Committees:

Transportation Agency for

Monterey County, Mayors

Association, Mayors Selection

Committee, ACCAPS, City and

School Joint Steering Committee



Liz Silva, Mayor Pro Tempore

4 Year Term

Appointed: 2009 Elected: 2014

Term Expires: 2018

Boards/Committees:

Association of California Cities

Allied with Public Safety, Salinas

Valley Recycles, Measure K

Oversight Committee

GONZALES CITY COUNCIL



Scott Funk, Council Member

4 Year Term

Appointed: 2008 Elected: 2016

Term Expires: 2020

Boards/Committees:

League of California Cities

Monterey Bay Division,

Association of Monterey Bay

Area Governments, CalVans,

Salinas Valley Recycles, City and

School Joint Steering Committee,

Measure K Oversight Committee,

Economic Development

Committee



Jose G. Lopez, Council Member

4 Year Term

Appointed: 2009 Elected: 2014

Term Expires: 2018

Boards/Committees:

Monterey Salinas Transit,

Economic Development Committee



Robert Bonincontri, Council Member

4 Year Term

Appointed: 2012 Elected: 2014

Term Expires: 2018

Boards/Committees:

League of California Cities Monterey

Bay Division, Association of Monterey

Bay Area Governments, Transportation

Agency for Monterey County,

Monterey Salinas Transit, ACJIS Policy

Committee



LETTER FROM THE CITY MANAGER

I am extremely pleased to present the Seventieth Anniversary Edition of the City of Gonzales Annual Report. This year, special emphasis was made to make the report dynamic and more reader-friendly. While there are many programs and services provided by the City of Gonzales, what I hope jumps out is our people and community. It is our residents, businesses, schools, and many community partners that exemplify what makes Gonzales a great place to live, work, play, and serve.

As you will see, the city has been hard at work with the community as its main partner on many programs, efforts, and initiatives to improve our quality of life. I am very proud to have the privilege to showcase our great community. It was very challenging and difficult to narrow it down to the photos that were included.

As you move on through the report, I hope you find it informative and useful and gain an appreciation of the dedicated city team doing incredible work for the community, and of a City Council that is working tirelessly to provide the policy direction needed to continue to move our community forward. I am very proud to work for a city that has extremely engaged and supportive residents, businesses, partners that truly exemplify The Gonzales Way of “Love, Care & Connect.”

While there are not unlimited resources, the City of Gonzales is in a good financial position. The total **City Budget for FY 2017/2018** is \$18.6 million, including General Fund Revenues of \$5.33 million and total General Fund Expenditures of \$5.08 million, for an overall positive net position. We have been able to set aside a \$1 million reserve “rainy day fund” and responsibly expand programs in several important areas. For example, personnel in the fire department was increased to enhance services to the community, and a source of great pride for the city council is that, for the first time, the city’s recreation and youth programs are the second largest portion of the city’s General Fund expenditures. Public safety is typically first, but it is not common to see recreation and youth programs as number two, which points to the emphasis being placed on our community’s youth.

As you will see in later pages, both the police and fire departments are working hard to increase their connection to and interaction with the community. In partnership with the Monterey County Health Department, a lot of work has gone into developing a Health in All Policies (HiAP) framework for the city that has enjoyed the support and strong commitment from a residents committee to fully understand and vet the community’s vision and priorities.

Our after-school youth program was significantly expanded and the youth program staff, in addition to providing recreational enrichment programming, took on the challenge to provide a robust homework assistance program. The Gonzales Youth Council took on the challenge to engage more with their peers, provided valuable policy input to both the City Council and School Board, and expanded their leadership engagement and training to continue to connect with the community in meaningful ways.



Gonzales City Manager,
René L. Mendez
Serving Since 2005



Measure K resources continued to be used to support capital projects and youth programs. Based on the recommendation from the Citizens Advisory Committee, 2017 saw the installation of new restrooms at Central Park, the launching of the Community Action Grants program, and improvements to the skate park. 2017 was a significant step forward in several important infrastructure projects for the community with the beginning of reconstruction on Alta Street, the construction of a new water well, and major improvements to the wastewater treatment plant.

The Gonzales Agricultural Industrial Business Park (GAIBP) continues to develop, creating hundreds of jobs for the community. In 2017, Mann Packing/Del Monte Fresh began the construction of a processing plant that will result in over 150 jobs. What is exciting is that this is only phase one of their expansion plans. There are more projects underway in the GAIBP.

“The Gonzales Way” is a phrase commonly spoken in Gonzales. At its most basic level, the phrase captures and exemplifies what makes Gonzales so special as we, as a community, work with intention to raise happy, healthy, successful children. It comes down to this: Love, Care, and Connect.

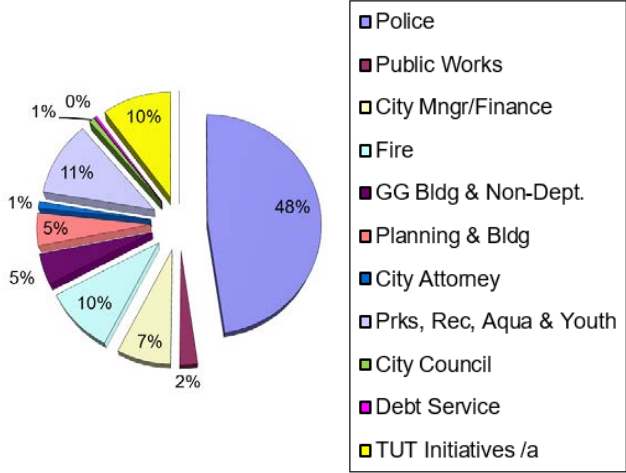
A child who feels **loved** will grow up strong and confident. Love is expressed through **care**: attention, protection, and guidance. And when we help children **connect** with their community and opportunities, they have support to fulfill their dreams.

You feel it, and we strive for it in all our youth programs, the Gonzales Youth Council, the strong partnership with the School District and our new *Friends, Families, and Neighbors* (FFN) child care initiative.

It embodies how the city strives to be on a daily basis. It is how we approach all of our programs, our connection points to and with the community, our strong partnership with the school district and our relationships and partnerships with the business community, the county, other cities, and multiple agencies.

It is a “can do” attitude in a city that leads many efforts for the betterment of the community. Efforts like being the lead agency on the *Strengthening Police and Community Relations* grant, in being one of the founding members and current co-chair of the Monterey Bay Economic Partnership and Monterey Bay Community Power Agency. It is the foundation of Gonzales Grows Green (G3), the Gonzales Youth Commissioners, and Youth Council. It is exemplified in the leadership positions and active engagement by the Mayor and City Council on many boards, commissions, and regional efforts.

The Gonzales Way is a feeling that defines a community that bands together to help someone in need and to lift up those who wish to lead. It represents a community that is quick to step up and support countless fundraisers and worthy causes. It defines an engaged community that places at its center its youth and their potential to carry on the work of those who came before them.



Yours in community,

City Manager, René Mendez





Admin. Specialist/
Deputy City Clerk, Mary Villegas
Serving Since 1996



Special Projects Director,
Mark Hartunian
Serving Since 2016



Senior Accounting Technician,
Elizabeth Jimenez
Serving Since 1996



Accounting Specialist,
Leah Amaya
Serving Since 2017



Administrative Assistant,
Andrea Navarrete
Serving Since 2017

OFFICE OF THE CITY MANAGER & CITY ADMINISTRATION

The professional team that serves the Office of the City Manager is made up of the people that keep city government moving. They assure that the objectives of programs, projects, and special initiatives are delivered on time and as designed. They are there with a friendly greeting to residents, contractors, and businesses who walk in or telephone the city with questions and needs to keep their projects moving. They serve multiple city departments, manage an accessible and open government system, keep billing and accounts payable in order, manage audits, and assist with recreation program sign-ups. These competent staff members enjoy their work and will tell anyone who asks that they find meaning and satisfaction in answering questions, solving problems, delivering services, and providing exemplary customer service. This team is a vital component of the Love, Care & Connect that is The Gonzales Way.





SPECIAL INITIATIVE: GONZALES YOUTH COUNCIL

INFORM*SERVE*LEAD

Gonzales Youth Council (GYC) Platform for 2017-2018: Improve health and safety, school-based supports for youth success, and provide more opportunities for youth.

No Straw November: In an effort to reduce the amount of single-use plastic used in Gonzales, the GYC brought the “No Straw November” campaign to our community. The campaign focused on raising awareness and asking local restaurants to serve straws only upon request for the month of November. With the support of Mrs. T and the Gonzales Chamber of Commerce, the GYC was able to get ten local restaurants to participate.

Power, Position, and Pizza: The GYC hosted a meeting for youth to express their concerns, questions, and be informed on what’s happening in the city and school district. 45 students attended on Nov 1st.

Tree Lighting: To kick off the holiday season the GYC planned and hosted the annual Tree Lighting at Central Park to bring the community together.

Creating Policy-Social Host Ordinance: To ensure a healthy community and decrease the use of alcohol among young people, the GYC put forward a “Social Host Ordinance.” This ordinance targets adults who allow minors to drink alcohol under their supervision in their property.

Daily Yonder: "Small City's Youth Council Plays Big Role in Local Governance" By Irwin Speizer

Additional Information:

The GYC has a total of 11 members (including two Youth Commissioners). The GYC meets every first and third Monday of the month from 3:45 p.m.-5:30 p.m. in the City Council Chambers. GYC members attend leadership sessions where they work on the developing leadership, networking, and collaboration skills.



Dolores Huerta
GYC members Cindy, Nayeli, Magaly, Carolina, and Fabiola getting ready to meet leader Dolores Huerta with City Mayor Maria Orozco and Araceli Flores



Tree Lighting
GYC members Cindy, Jack, and Isabel with Mr. Nava



Leadership Training
TOP (from left to right):
Fabiola and Cindy
BOTTOM (from left to right):
Nayeli, Isabel, Alondra, Jack, Magaly, and Gerardo



No Straw November
GYC members with Luigi's employees supporting the No Straw November campaign





SPECIAL INITIATIVE: BROADBAND HIGH-SPEED INTERNET

2017 saw a major step forward in the city's broadband capabilities in that Charter, based on a negotiated agreement with the city, finished a major upgrade to their system that provides speeds of 100 Mbps and higher for our residents and business to purchase. This is significant because, for the first time, our community has available speeds comparable to other regions of the state.

Read how "Gonzales fought a telecom giant on behalf of small rural cities – and triumphed."

By Sara Rubin Monterey County Weekly January 4, 2018



(Photo: Monterey County Weekly)



SPECIAL INITIATIVE: HEALTH IN ALL POLICIES (HiAP)

For Gonzales, the Health in all Policies (HiAP) program grew out of a community health assessment conducted in 2013. “Like many good things in Gonzales, we were organically drawn to this policy-based program for many years before it was officially established,” says City Manager René Mendez.

The program officially began in 2015 with initiating the development of a health element policy by the same name. The idea was to begin working across sectors within the city with direction and support from city leadership. The policy asks that the community recognize and pay attention to the overall health of the community as a sign of prosperity and sustainability.

The future of this program will ask city leaders to officially endorse and codify a health element as part of an updated General Plan. It will identify access to public transportation, recreation, and community walkability as specific areas to address with new development and revitalization of existing infrastructure. “We want to entice community members to walk and play, embedding these values into the heart of the community,” says Mendez.

2017 PROGRAM HIGHLIGHTS:

In 2017, the city partnered with Monterey County Health Department (MCHD), the Transportation Agency for Monterey County, and a five-city collaborative to apply for a 4.6 million dollar Active Transportation Grant to improve community health opportunities through biking and walking. Gonzales was able to use their portion of the grant funding to provide wheelchair accessible ramps to public spaces, extend sidewalks across alleyways in the “old town” area, repair cracked and lifted sidewalks, and enhance crosswalks.

In addition, the city used General Fund resources to partner with MCHD to jointly fund the hiring of a “Health Equity Fellow” to engage the community in defining community goals for the health element’s implementation into the General Plan. The fellow led a resident committee of 8-10 adults and youth and conducted over 150 community interviews. The work provided a framework of community aspirations from more public events, increased infrastructure, a desire for additional neighborhood services such as stores, markets, parks, and medical service providers.

“What is exciting about this community engagement,” says MCHD management analyst, Carmen Gil, “is that many members of this committee went on to participate in the EnLace program, aimed at engaging community members in the civic process.” Mendez points out the cross-over into continued civic engagement on multiple levels is at the heart of the Gonzales Grows Green community sustainability initiative. “When members of the community are engaged, empowered, and inspired, they want to continue with their work because they see it making a difference.”



2017 HEALTH IN ALL POLICIES (HiAP) PROJECT SPOTLIGHT

For a number of years, the City of Gonzales has worked in partnership with Clinica de Salud del Valle Salinas (CSVS), which is dedicated to providing high-quality, comprehensive health care to men, women, and children with an emphasis on farm worker families and the agricultural community. Many of their clients are uninsured and under-insured, which makes their work even more important in meeting medical care needs in our community.

When the State of California dissolved city redevelopment agencies state-wide, cities such as Gonzales were obligated to liquidate agency assets and return them to the state. A residential property on Fifth Street, adjacent to City Hall, had been purchased by the city's redevelopment agency to meet an overflow need for community and civic meeting space and parking.

"We had wanted to support the clinic's mission to provide medical services to underserved persons in Gonzales for many years," says City Manager, René Mendez. The City of Gonzales was able to sell the property to the clinic at a fair market value which allowed them, in turn, to apply for grants and funding to begin building a medical clinic in 2017.

The City was able to provide space for a temporary building in the parking lot of the old Gonzales Medical Group building. This allowed the clinic to immediately begin to provide medical care to residents and build their business during construction. "We are proud to work with the City of Gonzales as we collaborate to make sure that all families have access to health care services when needed here in their own community," says CSVS Chief Executive Officer, Maximiliano Cuevas, MD. "The new health center is part of our clinic network that is accredited for quality by the Joint Commission."

Mendez says that while the loss of redevelopment was a challenge and a disappointment, being able to turn it into an opportunity to provide much-needed healthcare for the community ended up being a big win.



Clinica de Salud del Valle Salinas,
Gonzales Medical Facility



SPECIAL INITIATIVE: MEASURE K

2017 was a banner year for the “Measure K,” half-cent transaction use tax approved by Gonzales voters in 2014. The objective of programs funded by Measure K is to continue to enhance the quality of life and support the vision and mission established for the City of Gonzales. “While these funds are general purpose revenues,” says City Manager, René Mendez, “they are not being designated for general purposes or administrative overhead; They are being used to support capital projects, community, and youth.”

The fund is overseen by a citizen’s advisory committee that makes recommendations to the Gonzales City Council for program and project funding. “This measure supports enhancing the quality of life in our community,” Mendez takes pride in the fact that the Gonzales City Council has honored the direction and recommendations that have come out of the citizen’s advisory committee by adopting all of their recommendations.

2017 PROGRAM HIGHLIGHTS:

Ongoing funding of youth services, Gonzales Youth Council, and Gonzales Youth 21st Century Success Initiative; Staffing and management of the Fairview and La Gloria after-school programs; K-8 school break and summer day camps; Restroom replacement at Central Park; Resurfacing of tennis courts at Gonzales High School (partnership with GUSD); Police: Community, businesses, and neighborhood watch programs; Skatepark upgrades; City buildings ADA improvements; City Hall/Council Chambers improvements.

In 2017, \$20,000 in “Community Action Grants” were reviewed by the Measure K advisory committee and awarded by the City Council. “The grants prove to be a good use of these funds as they multiply community dollars and efforts. They allow diverse groups in the community to define what is needed to support the community’s vision of The Gonzales Way,” says Gonzales City Manager, René Mendez.

The City Manager says that the city will bring Measure K back to the voters in 2018 to ask them to approve the elimination of the sunset of the transaction use tax and to extend it an additional half-cent as originally envisioned. “We think that we are building trust with the community with the success of the programs and projects this measure has funded,” he says. “The community can see the difference it is making in the lives of all residents.”



“This measure has helped support the health aspect of our community by recognizing that ‘quality of life’ is a health issue.”

—City Manager, René Mendez





SPECIAL INITIATIVE: “ROAD TO SUCCESS” YOUTH DIVERSION PROGRAM

“Kids sometimes make mistakes, that doesn’t make them criminals,” says case manager for the Youth Diversion Program, Denise Velasquez. Denise works with the cities of Gonzales, Greenfield, King City, and Soledad from her partner agency, Sun Street Centers to administer the program curriculum. The four South Monterey County cities are working with program funding from the Strengthening Law Enforcement and Community Partnerships grant program. The City of Gonzales operates as the grant administration and lead agency for the four city collaboration. Special Projects Director, Mark Hartunian works with the city police departments to support this innovative program that is changing lives in meaningful ways.

When a young person encounters the police department and is at risk of being cited for a non-felony misdemeanor offense, this program allows officers to use their discretion to offer a young person an alternative to a mark on their record. Young people referred to the program agree to enroll in the 8-10 week “Road to Success” program where they work through a course titled “Life Skills.” “We meet with them one to two times per week,” says Denise.

Denise tells a story of a 13-year-old program participant who she calls an “amazing kid.” He came from a challenging home life with some members of the family having been involved in gangs. “At first, he was resistant to participate in the program; he just didn’t care.” Denise had him meet with an officer to chat and ask regular life questions about things which any kid his age wonders. After the meeting, he agreed to participate in the program.

Since enrolling in the program, he’s been working through the Life Skills curriculum, and the results are impressive. He has signed a behavior contract, joined a sports team at school (the program was able to purchase his equipment), and he is doing volunteer work in his community. His parents say that the program is a blessing to the family. He is behaving at home and following the rules. Denise was able to work with the school to develop a better class schedule for him that is helping him build his self-confidence. He is no longer receiving trancies for missing school.





Denise Velasquez, Case Manager “Road to Success” Youth Diversion Program & Mark Hartunian, Special Projects Director, City of Gonzales

2017 “ROAD TO SUCCESS” YOUTH DIVERSION PROGRAM

RESIDENT SPOTLIGHT

As a Gonzales resident, Denise says that this program provides her with an opportunity to give back to South Monterey County and to give youth a second chance. From her experience, she says, “A lot of times young people make these mistakes because this way of behaving is all they know; it’s what they have been taught. We provide extra support and a program that allows the young person to get back on track and to start fresh without the mistake following them into their future and defining their lives.”

Denise Velasquez, Case Manager “Road to Success” Youth Diversion Program





GONZALES POLICE DEPARTMENT

The Gonzales Police Department is committed to strengthening partnerships and community relations which furthers the City of Gonzales' vision, mission, goals, and values. The department has thirteen sworn officers. Gonzales property crime rate is 40% lower, and the robbery crime rate is 65% lower than the California average for these crimes. We think our low crime rates and policing efforts make Gonzales one of the safest and best places to raise a family and own a business.

The Department actively participates in community-oriented policing projects. These projects focus and engage the community with opportunities to serve, care, and connect in our efforts to strengthen law enforcement relations. These partnerships help to build a strong, healthy, safe, and caring community that promotes economic development.

2017 ACCOMPLISHMENTS

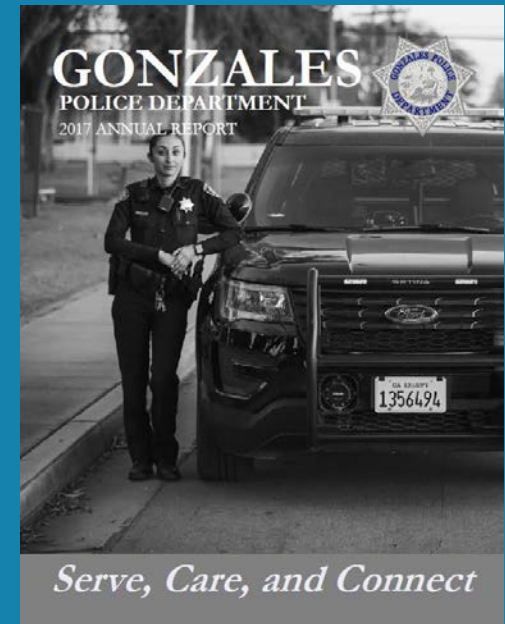
In 2017, the Gonzales Police Department was granted and installed a Public Drug Disposal Bin by the "Don't Rush to Flush" project. The bin is conveniently located in the police department lobby, allowing residents the ability to safely and anonymously dispose of unwanted prescription and over-the-counter medications.

In 2017, the Gonzales Police Department installed a School Resource Officer into Gonzales Unified School District schools. The officer actively engages with school officials, parents, students, and community-based organizations to build positive relationships.

The Gonzales Police department participates in and makes youth referrals to the "Road to Success" Youth Diversion Program in collaboration with Sun Street Centers.



Gonzales Chief of Police, Keith Wise
Serving Since 1992



Gonzales Police Department 2017
Year End Report





DEPARTMENT OVERVIEW

EXPANDING COMMUNITY COLLABORATION & PARTNERSHIP

- Collaboration with the Monterey County SPCA: Providing rabies vaccinations, dog licensing, and micro-chipping services
- Hosted two South Monterey County collaborative Community Police Academies (CPA) which were held concurrently with an additional CPA in South Monterey County
- The department has hosted two *National Prescription Drug Take-Back Day* events per year for the past several years: This bi-annual event has collected over 400 pounds of unwanted/expired prescription drugs in the past two years alone
- Hosted “National Night Out” community event with the contribution of several community-based organizations: An impactful community event with over 1,000 attendees
- On the night of Halloween, the Gonzales Police Officers Association hosted a haunted house at the police department: Over 1,000 community members attended the event
- Gonzales Police Department hosted “Cocoa with a Cop” event in an effort to strengthen community/police relations: Over 200 community members attended this event

ENHANCING POLICE SERVICES

- Implementation of advanced computer technology in patrol vehicles to improve our efficiency and effectiveness in policing
- Encouraging police presence in the community by conducting foot patrols in the business, agricultural, and residential areas
- Proactive police presence at school-sponsored sporting events

YOUTH ENRICHMENT OPPORTUNITIES

The Gonzales Police Explorer Program is a career-oriented program that provides youth the opportunity to explore a career in law enforcement by working side by side with law enforcement officials while volunteering in their community. In 2017, the Police Explorers participated in many local community events as well as regional events such as Relay for Life in Salinas and Laguna Seca Races at Mazda Raceway.





SPECIAL INITIATIVE SPOTLIGHT

GONZALES POLICE EXPLORERS CAREER PATHWAYS PROGRAM

Ulyses Fierros began his career in law enforcement with the Gonzales Police Explorers career pathways program while in high school. After completion of the program and graduation from high school, Ulyses was hired full-time as a City of Gonzales Animal Control Officer and Community Service Officer. Ulyses aspires to continue his studies and to become a Gonzales Police Officer.

ACO/CSO Ulyses Fierros



STRENGTHENING THE BONDS OF COMMUNITY

In 2017 the City of Gonzales Police Department was one of the South Monterey County police departments of “4 Cities United” awarded the *Strengthening Community Relations* grant. As part of the grant, cities were required to conduct a community survey. The Gonzales community responded within the survey, indicating that they did not know the community’s police officers and would like to get to know them better.

While Chief Keith Wise was proud of his staff and officers for taking the initiative to strengthen community relations individually, he understood that they would have more opportunities to build on those efforts through structured community events and activities guided by police department leadership. The result was a marked increase of events hosted by the department, offering residents an opportunity to engage one-on-one with officers in fun and community-oriented activities.

Gonzales, Soledad, Greenfield, & King City received a grant to start these new programs:

- Community Police Academies to increase understanding of the police departments’ functions
- Youth Diversion Program supports and services for first-time offenders and their families
- Police Department Communications to inform residents of police department activities
- Crisis Intervention Training and Cultural Competency Training for police officers
- Spanish Language Immersion Course for police officers



“Community participation and response has been enthusiastic and additional activities and events have been planned for 2018,” says Police Chief Keith Wise.



COMMUNITY SURVEY RESULTS

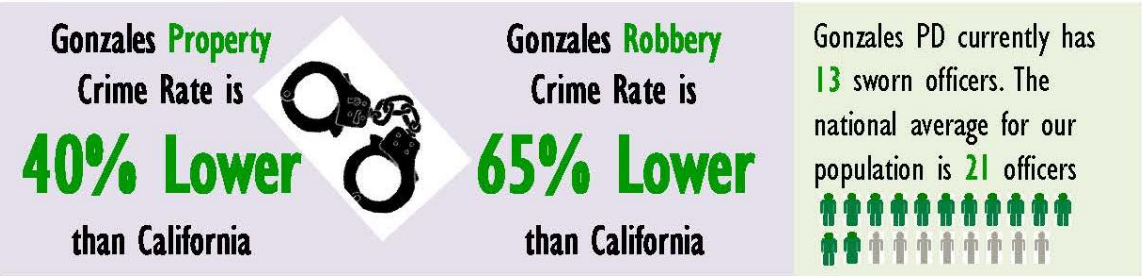
Gonzales Survey:

Between April and August 2017, Gonzales residents responded to a survey offered by the Police Department to learn how policing and community relationships can be strengthened.

Of 2,986 mailed surveys, 340 anonymous survey responses were returned. The Police Department appreciates and takes seriously the opinions of those who did respond.

Gonzales residents said their top three recommendations were:

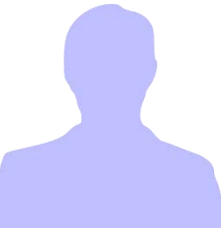
- A need for more opportunities to interact with Officers (20% of respondents)
- A need for better officer customer service (20% of respondents)
- A need for better responsiveness and response time (16% of respondents)



California Office of the Attorney General Crime Data, 2015

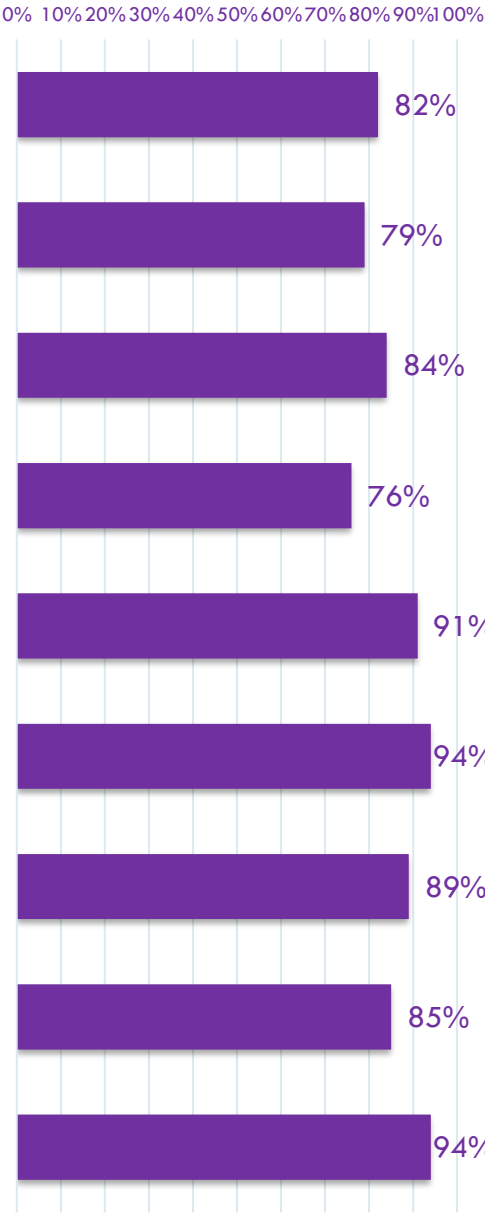
U.S. Bureau of Justice Statistics, 2015

Survey Respondent:



Officers should be visible in our neighborhoods every day. Residents would be more willing to report crimes, if they felt more comfortable with police officers. Put resource officers back in the schools so they can develop positive relationships with youth. Thank you for asking. =)

Survey Responses





STRENGTHENING COMMUNITY ENGAGEMENT

2017 DEPARTMENT SPECIAL INITIATIVE EVENTS:

Community Police Academy, Dog Vaccination & Microchip Clinic, National Prescription Drug Take-Back Day, Department Tours, School Visits and Talks, National Night Out, Police Department Haunted House, "Cocoa with a Cop" and "Coffee with a Cop"

2017 COMMUNITY ORIENTED POLICING INVOLVEMENT GEARED TOWARD STRENGTHENING LAW ENFORCEMENT AND COMMUNITY RELATIONS:

Fourth of July in the Park, National Walk with a Doctor Day, Orange and Black 5K Run, Día del Niño, Grandparent's Day, Holiday Tree Lighting, 4C4P Block Party, Annual AIDS LifeCycle Ride, St. Theodore's Good Friday Parade, Relay for Life, Memorial Day Remembrance

Community Engagement
Programs & Events



GONZALES FIRE DEPARTMENT

Our firefighters take pride in providing safe and effective emergency response, as well as public education and fire prevention activities. We appreciate the fact that our residents treat us with respect and welcome us into their homes, even during what can be the most difficult time in a person's life. The community we serve is our extended family, and we look forward to continuing to serve for many years to come.

2017 ACCOMPLISHMENTS

In 2017, the Gonzales Fire Department retained a 12 member volunteer firefighting force by recruiting four new volunteer firefighters to replace retiring volunteers. The department added two additional full-time fire engineers, for a total of three. The department expanded the volunteer shift program to provide better coverage on nights and weekends.

In 2017, the department purchased a new auto pulse resuscitation system and increased the total number of annual firefighter training hours by 40. The fire station was renovated, painted, and updated. Our staff provided CPR and first aid training to many community members and groups as well as participated in Gonzales Way community outreach and connection activities.

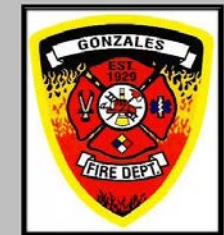
2018 DEPARTMENT GOALS

Increase Volunteer firefighting force to 16; Develop a Community Emergency Response Team (C.E.R.T); Update disaster preparedness plans and provide new training for disaster response; Increase community outreach with fire station tours and open houses; Expand our community wellness program with more free blood pressure checks; Partner with our local schools to provide fire and life safety information to our children; Continue to pursue grant funding to replace our aging fire equipment and apparatus



Gonzales Fire Chief, Jason Muscio
Serving Since 2007
10 Years of Volunteer Service

Gonzales Fire Department



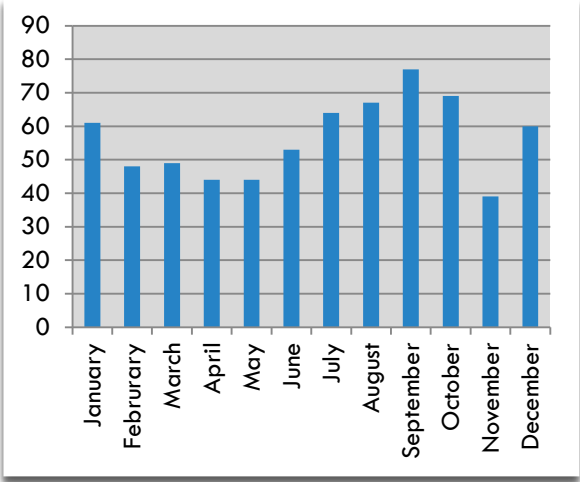
Gonzales Annual Report:
2017

Gonzales Fire Department
2017 Year End Report



FIRE DEPARTMENT BY THE NUMBERS

2017 Calls per Month



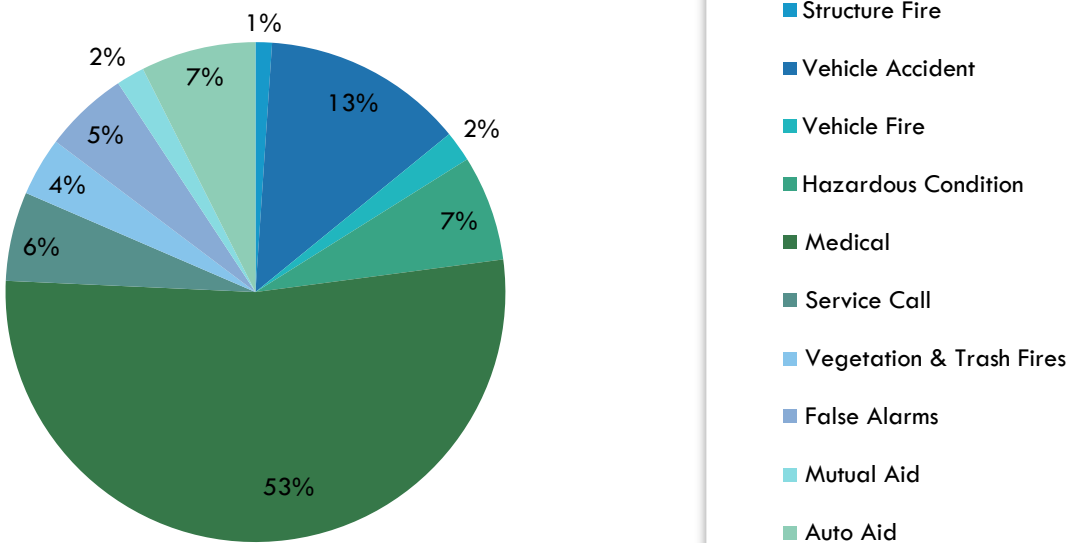
Average Response Times:

City:
00:04:08

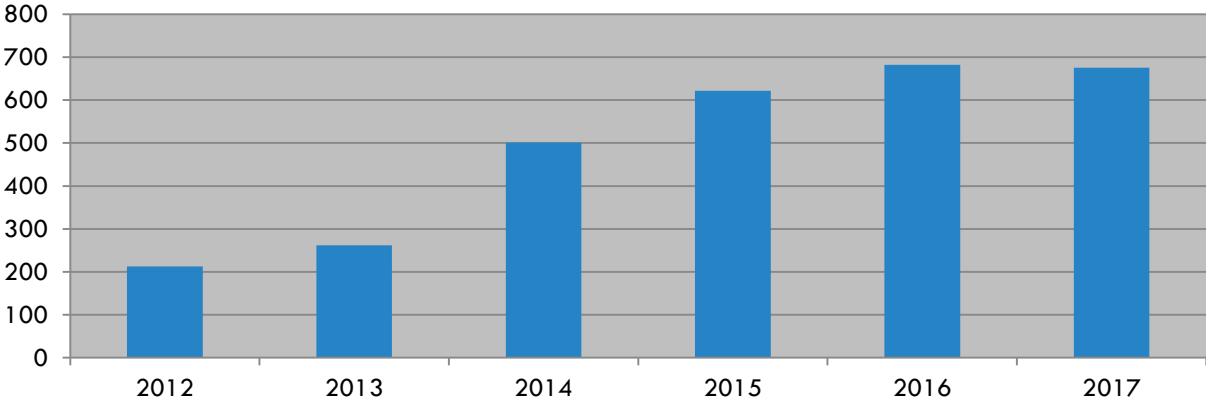
Rural:
00:08:42

Highway:
00:06:28

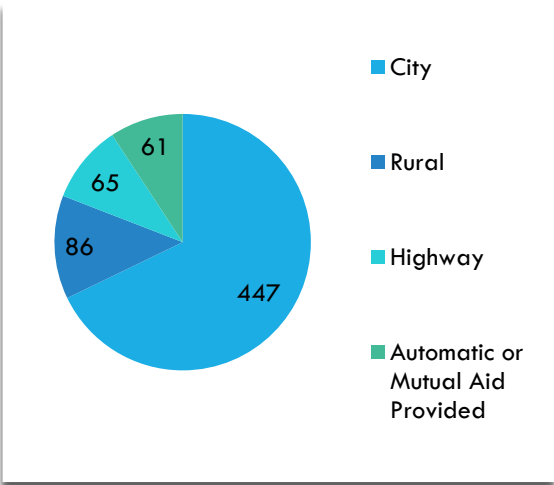
2017 Call Type



Number of Calls 2012-2017



2017 Call Locations





"These types of trainings prepare our firefighters to be able to provide the most effective care to the largest number of people when seconds matter most," says Fire Chief, Jason Muscio

GAINING SKILLS FOR EFFECTIVE SERVICE

In cooperation with PG&E, the Gonzales Fire Department hosted a "Public Safety Emergency Preparedness" training presented by retired Monterey Fire Chief Stewart "Stew" Roth and longtime PG&E employee and friend of the Gonzales Fire Department, Jose Rios.

Gonzales Firefighters attended a training titled "Medical Response to the Active Shooter and Mass Casualty Incident for Fire and EMS," provided by the International School of Tactical Medicine.

Department Staff Training & Safety



In 2017, the Gonzales Fire Department staff provided support and community engagement at the Gonzales Police Department's National Night Out event in Central Park. Each year, the department hosts many "Fire House Field Trips." An annual collaborative tradition between the fire and police departments is to provide a holiday visit from Santa to the students at La Gloria Elementary School. The two departments enlist friends, family, and generous community members in making this event possible. We look forward to continuing these small town traditions and adding more community outreach activities to our schedule next year!

Community Engagement





FIRE DEPARTMENT VOLUNTEER SPOTLIGHT

I'M A VOLUNTEER:

Since 1929, volunteer firefighters have been the backbone of emergency response in the City of Gonzales. It is only through the dedication and commitment to service of our volunteer firefighters that we are able to provide safe and effective service to our residents. Today's volunteer firefighter must be trained to the same standards and disciplines as our career staff.

The training requirements placed on our volunteer firefighters means that personal time with their families is sacrificed. Most of our volunteers have full-time jobs, and some are students. The women and men who serve this community understand the sacrifices and are fully committed to the mission of protecting our community to the best of their ability.

WHAT IT TAKES:

Our volunteer firefighters receive a minimum of 120 hours of training annually in all aspects of emergency response including:

- Basic and advanced structural firefighting techniques
- Emergency medical response
- Hazardous materials incident response
- Vehicle extrication and technical rescue
- Wildland and urban interface firefighting
- Fire prevention and public education
- Disaster planning and preparedness
- Response to terrorist/active shooter incidents



COMMUNITY & ECONOMIC DEVELOPMENT, BUILDING & PLANNING DEPARTMENT

The Community Development Department supports the vision and mission of the City of Gonzales by providing professional planning services to the City. The department promotes quality of life in Gonzales through careful attention to the city's physical and social development requirements. The department promotes economic development consistent with the City Council's goals and the city's adopted plans and programs.

ECONOMIC DEVELOPMENT DEPARTMENTAL SERVICES

The department processes applications for all physical development involving private land, including conditional use permits, site plan permits, sign permits, and subdivision and parcel maps. The department works closely with applicants, other city departments, and county and state agencies to ensure that development conforms to requirements and the best contemporary practices. The department manages environmental review for projects, supports the Planning Commission and City Council, and is also responsible for maintaining and updating the Zoning Ordinance and Gonzales General Plan. Other activities include grant applications and administration and affordable housing programs. The department also works on economic development through outreach assistance to property owners and developers in the promotion of the city.

BUILDING DEPARTMENTAL SERVICES

The Building Department supports the Vision and Mission of the city by providing excellent service in a friendly, cost-effective manner to ensure the community's safety is sustainable. Construction Inspections is the primary function of this department including plan reviews for building code compliance, maintaining the permit issuance and fee collection system, and maintaining construction and demolition debris diversion program. The department maintains Gonzales' Employee Housing Program and assists with the code enforcement program through site inspections. Staff maintains the Abandoned and Distressed Residential Property Program, assists in monitoring pre and post-construction stormwater runoff programs, and coordinates efforts with other departments in maintaining the Safety Assessment Program to assess disaster damage when needed.

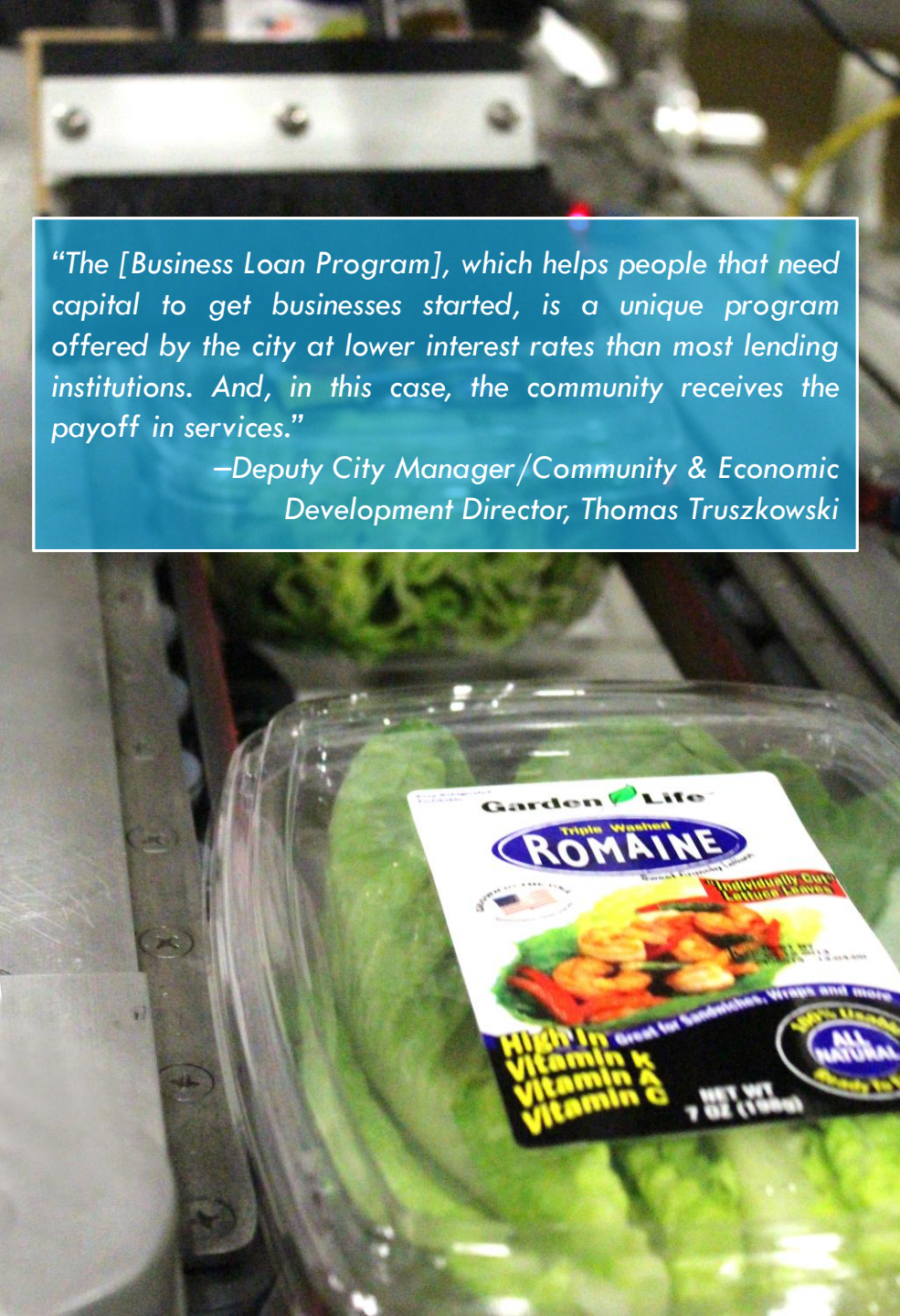


Department Head/Director
Thomas Truskowski, Deputy
City Manager/Community
Development Director
Serving Since 2011



Department Administrative
Assistant, Tencia Vargas
Serving Since 2007





“The [Business Loan Program], which helps people that need capital to get businesses started, is a unique program offered by the city at lower interest rates than most lending institutions. And, in this case, the community receives the payoff in services.”

—Deputy City Manager/Community & Economic Development Director, Thomas Truskowski

DEPARTMENT OVERVIEW

It takes many years of hard work, investment, and planning for a community to realize an economic development vision. A downtown revitalization project and the establishment of a agricultural/industrial business park in the early 2000's were the cornerstones of the diversification of the downtown Gonzales business district and the 2017 groundbreaking on the Del Monte Fresh processing facility. These projects and those that came before them have assisted Gonzales in realizing its potential to provide good-paying, year-round jobs for its skilled workforce.

Small businesses like Jalisco Market and Luigi's restaurant contributed greatly to the transformation of the downtown business district in providing relevant and new offerings to locals and visitors alike. A new location and building for the Gonzales Pharmacy provided much-needed services to the community.

Deputy City Manager and Community & Economic Development Director, Thomas Truskowski says that a key component to small business success in Gonzales is having access to the city's Business Loan Program. The program has a portfolio of 1.2 million dollars that has been loaned out to several businesses. “The program, which helps people that need capital to get businesses started, is a unique program offered by the city at lower interest rates than most lending institutions. And, in this case, the community receives the payoff in services.”

The criteria for these low-interest loans is that one full-time job is created for a low-income person for every \$35,000 loaned. Loans can be used to purchase equipment and start-up inventory or to make facility improvements.

Truskowski has a vision for the infill prospective still available in the downtown business district. He believes that there is still untapped potential for residents and tourists to experience broadened dining options in Gonzales. “There are still street-front commercial lots available for development as restaurants with back patios, offering wind-free outdoor dining along the Business Highway 101 corridor.”



COMMUNITY & ECONOMIC DEVELOPMENT

2017 ACCOMPLISHMENTS

The department continues to facilitate the Measure K Oversight Committee, charged with providing recommendations to the City Council on how these voter-approved sales tax dollars can be used to improve quality of life in Gonzales. Staff coordinated with Monterey County and was awarded Community Development Block Grant (CDBG) funding from the federal Housing and Urban Development (HUD) Program. The grant of \$147,242 is for the installation of improvements at Centennial Park to enhance accessibility, including improvements to address access associated with the disabled. Additionally, the department formed a partnership with the Middlebury Institute of International Studies that will direct student projects toward assisting with the betterment of the city's quality of life. The City of Gonzales was honored in the government category at the 2017 Monterey County Business Council Gala & Annual Economic Vitality Awards.

BUILDING & PLANNING DEPARTMENT

2017 ACCOMPLISHMENTS

Planning: The department obtained approval from Monterey County for a second commercial wind turbine which will provide a source of renewable energy for the Del Monte Fresh project. Three medical cannabis cultivation and manufacturing facilities obtained approval of conditional use permits.

The department worked in coordination with the Monterey County Health Department's Planning, Evaluation, and Policy Unit (PEP) to draft a Health Element for the city's General Plan. The department prepared an update of the city's Climate Action Plan, which puts forth specific actions aimed at reducing greenhouse gas emissions in Gonzales.

Housing: Department staff began working with a national homebuilder on the possibility of taking over and moving forward with development of the Rincon Villages subdivision while also working with CHISPA on the development of an affordable housing project at the property available on Gabilan Court.

2017 Economic Development Accomplishments by the Numbers

2017/2018
Taxable Value
Increase
9.3%

1  **Health Clinic Under Construction**

Revolving Business
Loan Program

\$1.2 million



7 

Measure K Community
Action Grants Totaling
\$25,000

5.9%
1 Year
Increase

Median sale
price single-
family home:
\$377,000

Del Monte Fresh:
130,000 square feet
\$15 million project
150 new jobs
1 new wind turbine





SMALL BUSINESS SPOTLIGHT

Carlos Torres and Jenny Hernandez opened Stay Faded Hair & Makeup Studio, a barbering, hair styling, and makeup artistry hybrid, offering the services of a traditional “old-school” barber with a modern twist to skin and hair care for men and women. The shop, bedecked with a barber pole and plenty of flashy chrome, hosts an atmosphere that harkens back to a time when the barbershop was the social hub at the heart of a community.

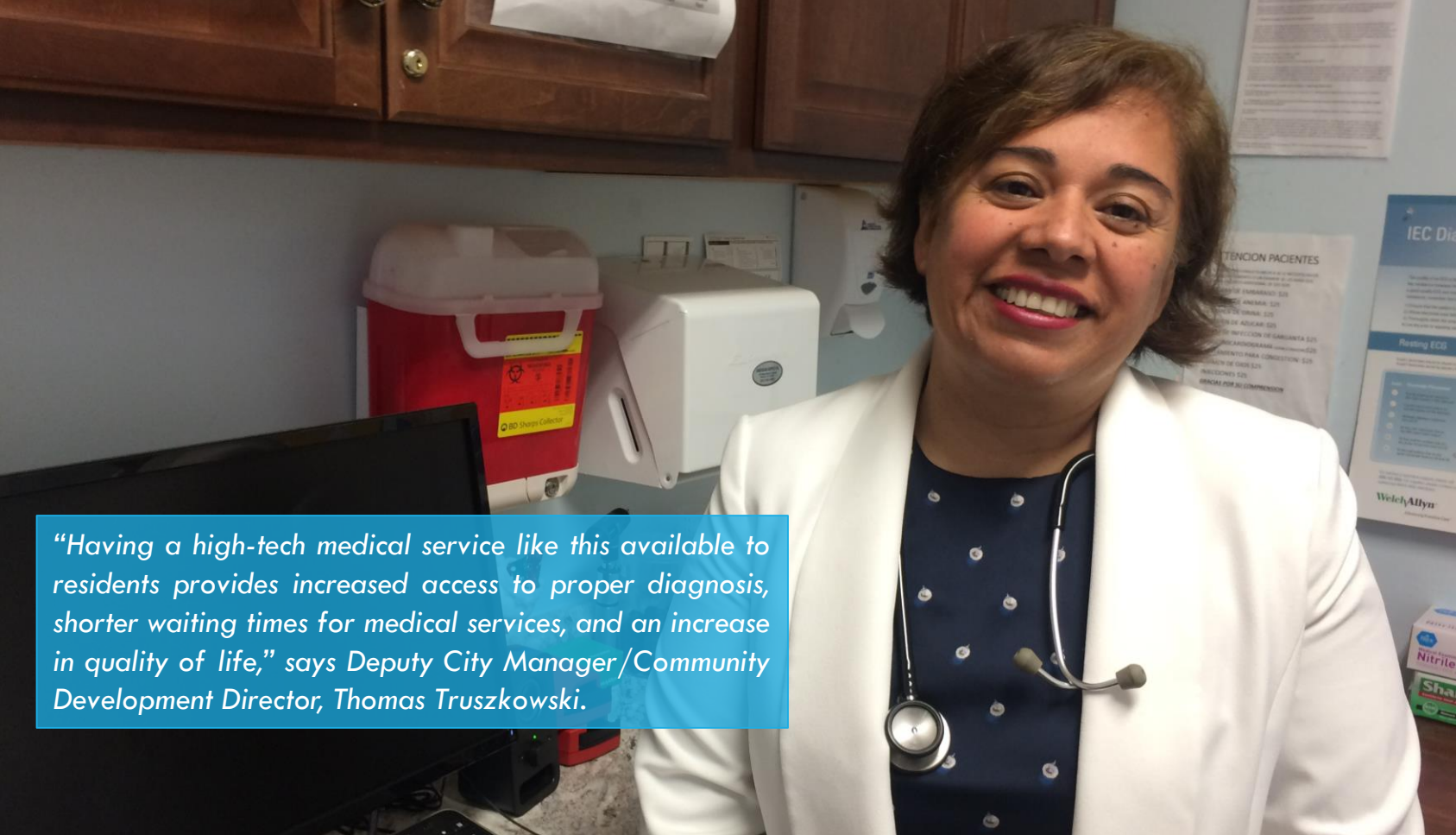
Stay Faded Hair & Makeup
Studio



SMALL BUSINESS SPOTLIGHT

Painte Studio Gallery opened its doors as a home-base for Corali Garcia's career as a self-taught, professional Latina artist. She paints her culture and her heritage with bright, vivid color. Today, with over 17 years of painting experience, she specializes in self-portraits. Her paintings capture a vibrant Latin American style that is captivating. Her Gonzales art studio offers the community an opportunity to explore their creativity and to experience the peace and healing properties of the creative process.

Painte Studio Gallery



“Having a high-tech medical service like this available to residents provides increased access to proper diagnosis, shorter waiting times for medical services, and an increase in quality of life,” says Deputy City Manager/Community Development Director, Thomas Truszkowski.



BUSINESS LOAN PROGRAM SPOTLIGHT

In 2016, Luz Garcia, PA-C began offering much-needed family medical services within the Gonzales Pharmacy's medical office. In 2017, the city's Business Loan Program assisted the clinic with purchasing a \$50,000 ultrasound machine. The clinic is able to provide the machine's imaging service for around \$200, compared to \$800-\$1,600 at other regional clinics.

Luz Garcia, PA-C, Gonzales
Primary Care



PUBLIC WORKS DEPARTMENT

The Public Works Department plans for, develops, and maintains the public infrastructure that keeps Gonzales moving and enjoying life in the community. Most of the time, public works concentrates on the water and wastewater systems, from wells to pumps to pipes to ponds.

Under Public Works are assessment districts, streets, street trees, street lights, parks, public buildings, water, sewer, storm water, hazardous material, supplies, street sweeping, solid waste, vehicles, solar power, janitorial services, and utility billing. Public works supports all other departments. Keeping Gonzales safe and sustainable is the primary mission of the Public Works Department.

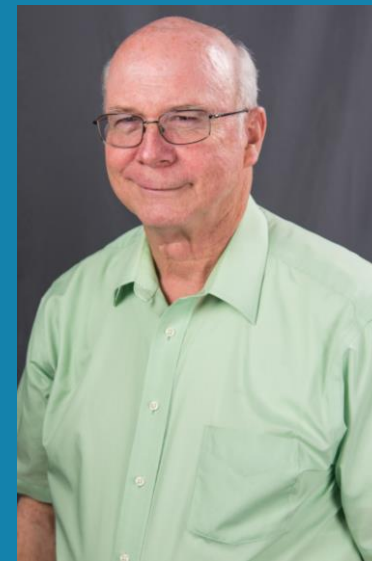
2017 KEY FOCUS & ACCOMPLISHMENTS

Wastewater: Sludge Removal Project – Tons of sludge that was filling our wastewater treatment ponds was removed, dried, and hauled safely away. Only the first two ponds were cleared with the available funds. Long range planning – Plans began to determine how to increase wastewater treatment capacity for Gonzales' future.

Water: Well 5 – Two positive tests for coliform required a public notice to system users. Cleaning, testing, and refurbishing well 5 started in November and continued into 2018. Well 7 – Replacing well 3 with a new well is underway. Removing well 3 was completed in 2017. Drilling well 7 was completed in 2017 with the cooperation of neighbors tolerating the noisy operation. Equipping well 7 is underway. We expect the well to be in production in the fall of 2018.

Streets: Alta Street Project (largest ever capital improvement project for the city) – The method of rehabilitating the old highway was consistent with our sustainability goals. Full-depth Reclamation reused almost all of the material in the roadway to make the new road better than the old. Residents tolerated heavy truck traffic in residential neighborhoods for a short period to see the road improved.

Communications: Your Public Works Department appreciates community interaction. We need cooperation from our community when maintaining infrastructure and planning improvements. Thank you, Gonzales, for providing thoughts and feedback. We need information from those of you who live and work in our community. You sometimes see things we don't. We need to know your priorities.



Public Works Director,
Harold Wolgamott
Serving Since 2001



Public Works Department
Administrative Assistant,
Veronica Gonzalez
Serving Since 1999

Public Works Department Staff:

Frank Valladarez, Leadworker (Serving Since 2007) Tiffany
Twisslemann, Leadworker (Serving Since 2015)

Raymundo Vasquez, Mechanic (Serving Since 2007)

Andrew Lujan, Technician (Serving Since 2017)

Jose Haro, Maintenance Worker (Serving Since 1977)
Martin Espinosa, Maintenance Worker (Serving Since 2004)
David Martinez, Maintenance Worker (Serving Since 2014)
Roverto Zavala, Maintenance Worker (Serving Since 2015)
Jaime Vasquez, Maintenance Worker (Serving Since 2017)



SPECIAL INITIATIVES & COMMUNITY ENGAGEMENT

Gonzales Old Town Low Impact Development (GOTLID)

Our community received a grant to try a new method of containing storm water. New housing developments put large percolation ponds in the area to collect and store storm water. What do you do in existing older communities? The state water board authorized and paid for a new type design that takes some public right-of-way to construct areas to retain storm water.

Central Park Holiday Decorations

In cooperation with the recreation department and the Gonzales Youth Council, Public Works was able to light Central Park for the holidays. Many people came and celebrated the tree lighting. The display was illuminated each evening into January for the community to enjoy a wintertime of illumination.

Gonzales Council Chambers Project

This project shows that Gonzales can grow and preserve our heritage at the same time. This project used a Gonzales native to manage the project (graduated Gonzales High 50 years ago), a Gonzales general contractor (former mayor), and a Gonzales designer (graduated Gonzales high).

The Chambers are the entryway for the public to be involved in the government process through the City and other organizations like Salinas Valley Recycles, Legal Services for Seniors, and the Gonzales Youth Council.

Public Works by the Numbers

Water & Sewer
Connections
2,000

22 miles
Streets & Alleyways



1,800



Monthly
Utility
Customers



32
Fleet
Vehicles
Maintained

Assessment Districts
Coordinated

13





2017 SPECIAL PROJECT SPOTLIGHT

“The highlight of this project is how the City of Gonzales is seen by anyone in the world viewing our public meetings.

The building is 100 years old and was in need of assistance. The International Order of Odd Fellows (IOOF) building provides history in a better venue now.”

—Harold Wolgamott, Public Works Director



Before & After

Gonzales City Council Chambers Renovation



PUBLIC WORKS EMPLOYEE SPOTLIGHT

In 2017, Jose Haro celebrated his 40th anniversary with the City of Gonzales. He is the longest-serving employee in the city.

Jose began his career with the city in his early twenties. In his job interview, the Public Works Director asked him one question, “Do you mind getting your hands dirty?” He said he didn’t and the rest is history. Jose says he has learned many trade skills over the years such as auto mechanics, water and sewer line maintenance, and electrical wiring.

He says that he’s stayed with the city for so long because he likes what he does. “There’s always something new to learn and do.” He likes working in Gonzales because of the sustainability initiative, low crime rate, and the nice weather.

Jose and his wife of 44 years have five children and are currently enjoying spending as much time as they can with their three grandchildren. “My number one priority is to watch them grow up. Every weekend we have what we call a ‘Sunday Fun Day,’” he says. The family spends time barbecuing, going to the lake, camping, or fishing.

Jose Haro,
Public Works Maintenance Worker Serving
Gonzales Since January 3, 1977





2017 SPECIAL PROJECT SPOTLIGHT

“We built several catch-basins on Center Street between Sixth Street and Ninth Street. These areas were put to the test and passed this storm season. Lessons learned have been presented to several groups for educational purposes. Less water is running out of Gonzales into the County because we are retaining and handling our own storm water as required by our state storm water permit.”

—Public Works Director, Harold Wolgamott

Gonzales Old Town Low Impact
Development (GOTLID)
Bioswale Project

RECREATION DEPARTMENT

The City of Gonzales Recreation Department's mission to "Love, Care & Connect" is born of the theory that recreation is important to a community for the promotion of the "things you do for fun!" Relaxation, exercise, and stress management fit in with the city's "Health in all Policies" goal for the community. It is well-known that persons living in communities with good recreation programs directly and positively affect the quality of life of its residents. Gonzales Recreation offers youth and adult sports programs and boasts a modern community pool with swim programs for every member of the community.

2017 KEY FOCUS & ACCOMPLISHMENTS

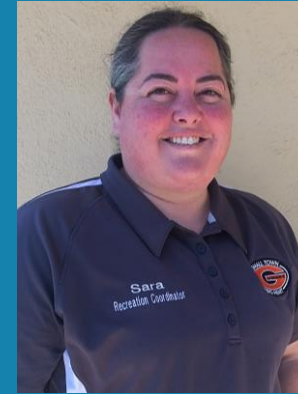
The key focus of the Gonzales Recreation department is to provide high-quality after-school programming, support for special events, enriching summer camp experiences, and year-round programming for the entire community. In 2017 the department began a new grant-funded program to support "friends and family" caregivers in providing high-quality early childhood learning for children under the age of five.

Youth & Adult Recreation Programs

In 2017 flag football, senior chair fitness, summer science club, and drama camp were added to the recreation program offerings. Gonzales Recreation offers 27 recreation, community, and youth sports programs.

Gonzales Community Pool

In 2017, Gonzales Recreation introduced the "Tot Time" program to the community pool program. This program offers parents and their children eight and under an opportunity for recreation swim in a more calm environment. The aquatics program had a record number (15) enrolled in the Junior Lifeguards program in 2017.



Sara Papineau-Brandt,
Recreation Programs Coordinator
Serving Since 2006



Julie Douglas,
Youth Program Coordinator
Serving Since 2016



Isabel Navarro,
Sports Programs Coordinator
Serving Since 2016



EARLY CHILDHOOD LEARNING

“Friends, Family & Neighbors”

In 2017, the City of Gonzales was the recipient of a three-part United Way “Informal Child Care Program Grant.” The first part of the grant provided \$17,100 to develop a working collaborative action team to identify the informal “friends, family, and neighbors” who are providing childcare for kids, infants, and toddlers under the age of five years.

“The purpose of this program is not about regulation and licensing,” says program coordinator, Sara Papineau-Brandt. She notes that Gonzales has identified that there are 1,000 children that fit into this age group, yet there are only 97 spots available in licensed daycares. “Where are the other 903 children being cared for?” she says.

This is a program aimed at identifying informal caregivers and providing them with the tools and support they need to provide for the health, developmental, and social needs of the children they serve. It is also a key focus of how the city is collaborating with the Bright Beginnings Monterey County Early Childhood Initiative to inform and improve positive early childhood outcomes county-wide.

The program’s strategy is to provide playgroups that expose caregivers to the resources that are available. The groups will offer interactive learning activities that help caregivers develop daily routines that develop children’s social skills, strengthen hand-eye coordination, provide for pre-kinder learning, and support the health of young children with proper nutrition.

“We think that this program will empower families to know that they have quality care for their children when their caregivers are being supported.” Papineau-Brandt says that the program will work hard to gain the trust of these caregivers, assuring them that they value the service they provide and want to give them the tools they need to continue loving and caring for the children of our community.

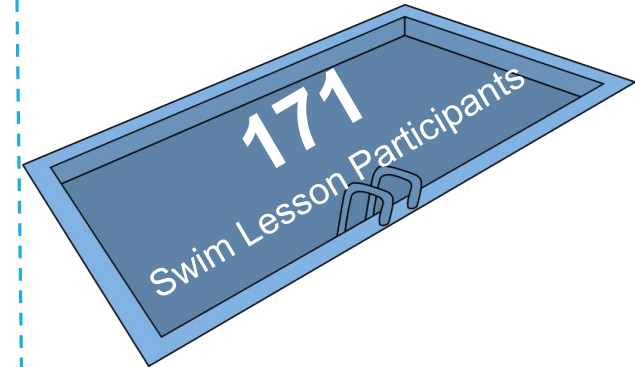
2017 Recreation Programs by the Numbers

Fall, Winter,
Spring &
Summer
Campers
775



196

After-school Program
Youth Participants



27

Recreation,
Community
& Sports
Programs



Special Events: hosted,
co-sponsored, supported





“We see it time and time again,” says Recreation Programs Coordinator, Sara Papineau-Brandt. “When people participate in our recreation programs on a regular basis, they begin to invest more time and energy into supporting their community.”

SUPPORTING THE ARTS

In 2017, the Gonzales recreation department collaborated with the school district to provide a musical theater program. “We realized that there were youth who lived in Gonzales but didn’t attend Gonzales schools who were not eligible to participate in these arts-based programs.” The collaboration with the city recreation department made it possible to offer this program to all Gonzales youth. The high rate of community participation encouraged the recreation department to develop and offer a five-week summer theater arts program and musical production.

Recreation Programs Coordinator,
Sara Papineau-Brandt

SUMMER DAY CAMP

The City of Gonzales Recreation Department provides affordable summer day camp programs to families who live or work in Gonzales. Staff costs are funded by the Measure K program. The city's recreation programs coordinator, Sara Papineau-Brandt sees this program as an integral part of the city's economic development goals.

Parents get “full coverage” as the program operates from 7:30 a.m. to 5:30 p.m. At \$50 per child, per week, there's no better childcare value. Parents rest assured that their children are safe, cared for, receive enrichment and “summer bridge” education support, and go on fun field trips to places many of them have never been. It's just a lot of fun for the kids!

Sara says, “We appreciate the support of the school district in providing us with weekly bus transportation for the cost of mileage only.”

Recreation Programs Coordinator,
Sara Papineau-Brandt



“Parents need the help! When school isn't in session, what are they going to do with their kids? If parents have access to affordable summer childcare, we think it makes Gonzales a great choice of a place to live, to work, and to own a business.” —Sara Papineau-Brandt





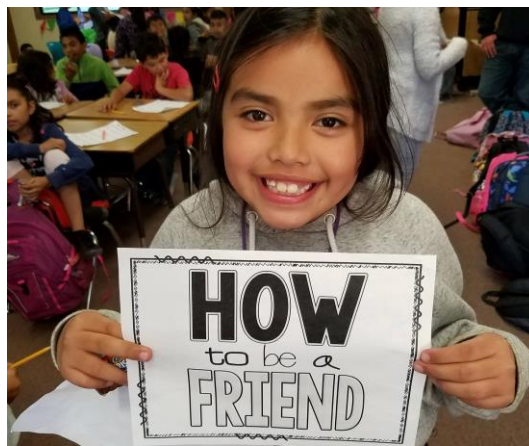
AFTER SCHOOL PROGRAMS

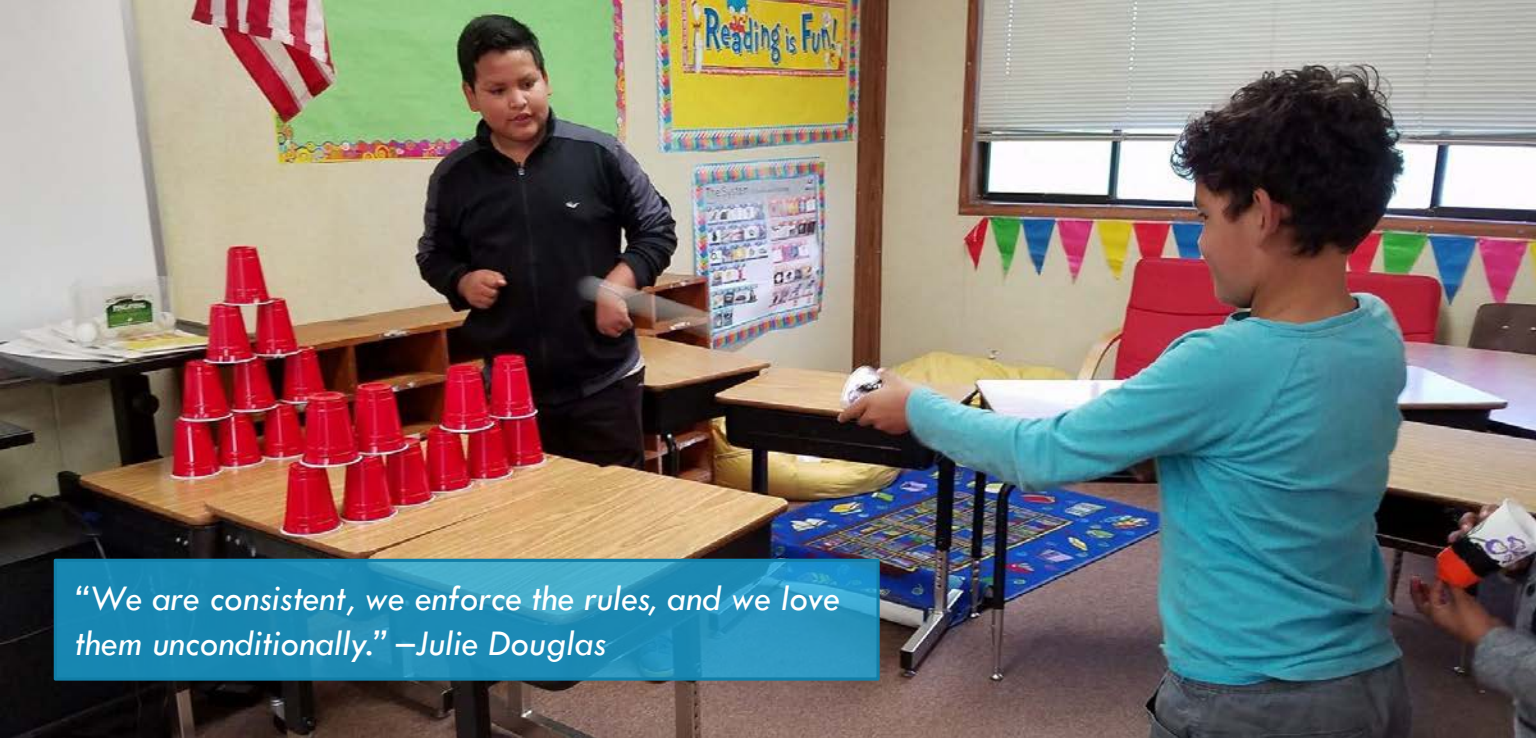
In the 2016/2017 school year, the City of Gonzales Recreation Department took on the administration of the after-school programs at La Gloria and Fairview schools. This partnership with the Gonzales Unified School District recognizes the common mission of both organizations to serve the community of Gonzales.

The programs, funded by an After School Education and Safety Grant (ASES), City of Gonzales "Measure K" transaction use tax dollars, and General Fund monies, are aimed at improving the quality of life for youth and their families.

Beyond providing after-school child care, the program team seeks to provide academic support. At the middle school level, strategies put in place to support student achievement and help them thrive are paying off, says program director, Julie Douglas. "Teachers are reporting to us that students who had been failing are now getting A's and B's, and students who had never handed in homework are now turning in homework on a regular basis," says Douglas.

Program participants work in groups on curricula focused on developing interpersonal relationship skills, emotional intelligence, decision-making skills, and building resilience. They break out into smaller groups to explore the lessons in a safe and supportive team environment. Participants also have opportunities to choose a club that keeps them engaged creatively and feeds their passion for learning.





"We are consistent, we enforce the rules, and we love them unconditionally." —Julie Douglas



AFTER SCHOOL PROGRAM STAFF SPOTLIGHT

2017 City of Gonzales Employee of the Year, Julie Douglas says that caring for the social and emotional needs of the youth is a large part of the work that naturally comes to the forefront when her after-school program staff spends this much time with young people. "We develop relationships with our youth and learn about their struggles." The staff works closely with school counselors or brings in outside resources to support children through their challenges to a place where they can feel confident and safe knowing that they have resources available when challenges arise. Douglas says that they work intensively with many students to bring about behavioral changes that produce rewarding outcomes for the individual.

"We're playing a long game here. We provide incentives to our students to keep their grades up, maintain positive behavior, and achieve personal growth goals," says the youth programs coordinator. She says that it is rewarding to see a young person who worked hard to earn a position as an eighth-grade "helper" at the elementary school sitting before her interviewing for an internship opportunity with the recreation program's summer day camp. For her and her staff, the payoff comes in knowing that they are having a positive effect on the lives of the children in their own community.

Julie Douglas, Youth Programs
Coordinator



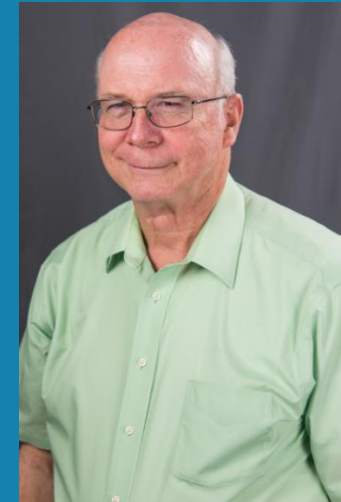
SUSTAINABILITY: GONZALES GROWS GREEN

The Gonzales Grows Green (G3) community sustainability initiative has made its way into every aspect of living and working within the community of Gonzales. Whether at school, work, a park or recreation site, the bank, the public library, the grocery store, or a local restaurant, some aspect of Gonzales Grows Green is at work nearby. G3 support staff have been there for the past nine years working side-by-side with every city department as they take into consideration the city's vision and mission. The Gonzales City Council's vision of a sustainable community asks that all city staff incorporate the three touchstones of the G3 initiative into their daily work serving the community.

Environment: Considering the environment means viewing departmental responsibilities from a stewardship perspective. It involves decision making that considers with equal importance present and future inhabitants of Gonzales, developing a well-informed staff that maintains progressive and proactive attitudes, and endowing the community with an infrastructure that ensures its ability to continue to live within its environmental carrying capacity.

Economic Development: Considering the economy means fostering the creation of local jobs for local people. It is assisting with growing all size businesses and encouraging business diversification. It encourages participation in public/public and public/private partnerships. It is working to bring businesses to the community that provide essential services. It is working to create a professional and business-friendly setting at City Hall and in all departments where we serve the public.

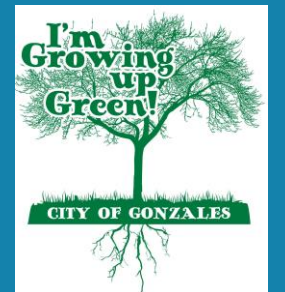
Social Equity: Considering social equity means making choices that improve quality of life and improve infrastructure for all segments of the community. It means encouraging the full community to learn about and more actively participate in the civic system. It is providing multi-platform access to information that assists community members in taking advantage of programs and services, aiming resources and programs at developing future leaders, and actively promoting concepts of peace. It is supporting preventative health and wellness services through alliances with healthcare, mental health service providers, and non-profit and community service groups.



Harold Wolgamott,
Sustainability Initiative
Oversight & Advisor
Serving Project Since 2008



Maury Treleven,
Sustainability Initiative
Consulting Project Manager
Serving Since 2009



GONZALES GROWS GREEN

2017 ACCOMPLISHMENTS

ENVIRONMENT: At the 2017 League of California Cities conference, the City of Gonzales was awarded three Beacon Spotlight Awards by the Institute for Local Government. These awards reflect the hard work of public policy implemented by the Gonzales City Council, the local and regional leadership of the City Manager, and city staff. Commercial, residential, and government solar installations, along with large-scale wind, energy co-generation, waste diversion, and recycling have put the community ahead of schedule in meeting greenhouse gas reduction goals set forth in the city's Climate Action Plan. As a founding member of Monterey Bay Community Power, Gonzales will soon be able to provide locally-controlled, carbon-free electricity to residents and businesses through the Community Choice Energy (CCE) model established by the State of California.

Project-based learning, community education and outreach all contribute to sustainability in Gonzales. Events, such as twice-yearly Reuse, Recycle & Cleanup events, enable volunteers and participants to learn about alternatives to expensive and unsustainable waste disposal habits.

ECONOMY: Through its "Grow Gonzales" campaign, the city's economic development team works to promote the message that Gonzales is open for business and a good place to do business. Thoughtful planning, execution of innovative economic development strategies, and encouragement of sustainable investment in our energy infrastructure continue to bring business investment to Gonzales. In 2017, Mann Packing/Del Monte Fresh joined Taylor Farms, Growers Express, Pure Pacific Organics, and others to create good-paying local jobs in our agricultural industrial business park.

SOCIAL EQUITY: Access to information creates a well-informed and engaged base of residents and businesses. G3 staff regularly interacts with the Gonzales Youth Council, engages with the community through social media, email, websites, and community information kiosks placed throughout the community. The Gonzales Way program provides the community with "how to" information that supports and engages the community in raising happy, healthy, and successful children. Access to high-speed Internet now ensures that our businesses, residents, and students have access to information and commerce on a competitive level. Measure K programs and projects provide for community infrastructure upgrades, Community Action Grant projects, and recreation programs continue to provide the lifestyle that many Gonzales residents define as their reason for living in our community.

Renewable Energy by the Numbers 2009-2017

Government

Solar
129
kW

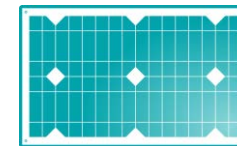
1,412 kW
Industrial Solar

Residential Solar

530
kW



1 MW
Wind Turbine



34
kW

Commercial
Solar

Annual Equivalent:

503 Passenger vehicles driven for one
year or

5,754,001 Miles driven by an average
passenger vehicle or

264,165 gallons of gas consumed or
352 homes' electricity use for one
year or

5,435 barrels of oil consumed





COMMUNITY ENGAGEMENT HIGHLIGHTS

- Storm water and plastics pollution education partnership with Save the Whales
- Gonzales Youth Council “No Straw November” plastics pollution awareness campaign with local restaurants and Gonzales Chamber of Commerce
- Composting workshops partnership provided by Salinas Valley Recycles
- “G3 with Mrs. T” K-4 after school & Somavia High School education outreach programs
- Award Winning Community: 3 Institute for Local Government Beacon Spotlight Awards
- Monterey Bay Air Resources District “Clean Air Leaders Award” for community GHG reductions
- Environmental Leadership Academy Outdoor Adventures Zip Line & Kayaking Trips
- Coordination with library summer series and Save the Whales (best summer program attendance ever: 100 people!)
- KICK Kiosk: Added to Gonzales Way website; New stand-alone terminal added at Casa de Oro residential complex; Upgrade and expansion of weekly community email
- Taylor Farms: Friday Food Security Program & 1st Grade School Backpack Distribution
- MEarth Eco Classroom Outing for Gonzales Youth Council
- CHOICES Program (led by members of the Gonzales professional community): Presentation to 200+ 8th grade students at Fairview School; Added small group presentation to Somavia High School students
- Gonzales sustainability initiative presentation to Communities for a Sustainable Monterey County
- Special Events Trash & Recycling Management Programs, Earth Day Community Litter Cleanup Event, Community-wide Garage Sales & Reuse, Recycle & Cleanup Day Events





“Litter cleanups, Outdoor Adventures outings, leadership projects, and classroom presentations bring the issues home to young people and create a sense of ownership for the community they will inherit,” says G3 Project Manager, Maury Treleven



CLEANUP EVENTS, ENVIRONMENTAL LEADERSHIP ACADEMY & OUTDOOR ADVENTURES

Environmental Leadership Academy, Outdoor Adventures is a creative collaboration between Gonzales Grows Green and the Gonzales Recreation Department. The program was founded to address “Nature Deficit Disorder,” which is common to young people growing up in rural and urban communities. The program operates under the premise that young people will not value or protect the environment if they have not experienced the wonders of nature and wild places. 2017 adventures included zip lining in the Santa Cruz Mountain redwoods and kayaking the Elkhorn Slough.

Caring for the Community, Youth
Environmental Education &
Engagement



“NO STRAW NOVEMBER” SPOTLIGHT

In October of 2017, members of the Gonzales Youth Council attended a quarterly meeting for Communities for a Sustainable Monterey County. This proved to be an informative and rich environment for collaboration, networking, and information sharing. Members in attendance were introduced to the founding member of “No Straw November,” Shelby O’Neill and decided to bring home the campaign to Gonzales. The Gonzales Chamber of Commerce provided an endorsement of the campaign, and nine Gonzales restaurants agreed to participate and place information cards on tables and counter tops. The Gonzales Youth Council subcommittee conducted initial outreach and education, materials placement, and follow-up interviews to survey the effectiveness of the campaign.

“No Straw November”

Sponsored by the Gonzales Chamber of Commerce & Gonzales Youth Council

Help Gonzales Combat Litter & Eliminate Waste!

Only take a straw if you need one.
This participating restaurant will provide straws only upon request.

Gonzales
Chamber
of Commerce



Gonzales Youth Council, Gonzales Chamber of Commerce & Gonzales Grows Green Community Environmental Partnership



2017 RESIDENT SPOTLIGHT

JEAN SALCIDO, GONZALES YOUTH GUARDIANS

Jean Salcido has lived in Gonzales all of her life. “As a child, the first day of school was always hard for me,” explains Jean. Each summer, Jean would work in the fields to earn money to help support her family. On the first day back to school, the teacher would ask each student to tell what exciting thing they had done over the summer. The children recounted family vacations, trips to theme parks, lakes, and summer camps; each child had a wonderful story. “I was so embarrassed that I lied,” says Jean. “Each year I would say that I had gone to Disneyland.”

Years later, when her mother died, she felt this need to give back to her community. “I was so grateful for my life; I had to pay it forward.” It started with a faith-based group that put on a club for children. Her supervisor, Judy challenged her to envision what it was she felt she wanted to do in the community of Gonzales. The answer came, she wanted to give children the experiences that she had missed growing up.

She named her organization the “Gonzales Youth Guardians.” She raised funds that first year and she was able to sponsor 25 youth to participate in extracurricular sports programs. She paid for their enrollment fees, uniforms, and equipment. There was no barrier for these kids, and that felt good. With the encouragement of her friends, Judy and Hope, she went on to apply for and receive a grant that continued to support her idea that kids should have access to experiences that broadened their horizons.

This 2014 Gonzales Chamber of Commerce “Volunteer of the Year” works two part-time jobs while managing these and many other programs and community support groups. The one that means the most to her is the summer camp partnership she’s developed with Captain Maria Romero of the Salvation Army. Last year she was able to chaperone a week-long summer camp. With tears in her eyes, she says, “I was in my fifties, and I finally got to go to summer camp...It was awesome!”

“My husband, Juakin is my biggest supporter,” she says. Together with their volunteer team, they put on three fundraisers per year to take Gonzales youth on trips to places like Great America and ice skating at the Santa Cruz Beach Boardwalk. They both are about to embark on a new volunteer adventure so they can bring Gonzales youth to the First Tee program in Salinas. “Juakin is a big golfer, and we want these young people to have a chance to learn how to golf and get the leadership training that comes with the program.”



“I was so grateful for my life; I had to pay it forward.” –Jean Salcido





4C4P BLOCK PARTY SPOTLIGHT

Jean Salcido participated in the 4 Cities 4 Peace program in 2013. Inspired by the program, she decided to reach out to all of the Gonzales faith-based organizations to come together for an event focused on unity, peace, and love for the community's children. The result was the formation of the 4C4P Block Party that completed its 4th year in 2017. "We all share common values," she says. "We need to offer our young people opportunities to serve and lead; we need to teach them to love one another."

Jean Salcido, Gonzales Youth Guardians Program Director

A photograph of four people—two young women, a woman, and a young man—smiling and standing in front of a dark-colored car. The car's rear hatch is open. In the background, a light-colored house with windows is visible. The image is partially covered by a dark semi-transparent box containing text.

THANK YOU TO OUR COMMUNITY PARTNERS

Alliance on Aging • Association of Monterey Bay Area Governments (AMBAG) • Boys and Girls Clubs of Monterey County • Bright Futures Education Partnership • California Public Utilities Commission • Central Coast Broadband Consortium • Central Coast Marketing Team • CHISPA • CHOICES Program • Clínica de Salud • Communities for a Sustainable Monterey County • County of Monterey • Cypress Church Gonzales • Gonzales Chamber of Commerce • Gonzales Community Church Food Pantry • Gonzales High School Art Club • Gonzales High School Cheer • Gonzales High School Cross Country, Track & Field • Gonzales High School Football • Gonzales Lions Club • Gonzales Little League • Gonzales Rotary Club • Gonzales Scout Troop 370 • Gonzales Unified School District • Gonzales Volunteer Fire Department • Grupos Unidos • Impact Monterey County • Middlebury Institute of International Studies at Monterey • Monterey Bay Aquarium Teen Conservation Leaders • Monterey Bay Area Unified Air Pollution Control District • Monterey Bay Community Power • Monterey Bay Economic Partnership • Monterey County Bi-National Health Partnership • Monterey County Business Council • Monterey County Environmental Health • Monterey County Free Libraries • Monterey County Health Department • Monterey County Housing Authority • Monterey County Vintners and Wine Growers Association • Monterey Salinas Transit • OpTerra Energy Services • Poder Popular • Rabobank • Salinas Valley Memorial Hospital • Salinas Valley Recycles • Salvation Army • Save the Whales • Somavia High School • South County YMCA • St. Theodore's Youth Group • Sun Street Centers • Transportation Agency of Monterey County (TAMC) • Tri-Cities Disposal & Recycling • Ventana Wilderness Alliance • Wahine Project • Women's Policy Institute • YWCA Monterey County



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

—Margaret Mead

