

CITY OF GONZALES, CALIFORNIA



2018 Ivy League Project Participants from Gonzales



Annual Report 2018

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Click on the icon for digital access to English & Spanish versions of the City of Gonzales 2018 Annual Report. **Print readers: All digital links in this document are listed on page 39.**

GONZALES CITY COUNCIL 2018



Maria Orozco, Mayor
2 Year Term
City Council Member from
2001-2008
First Elected Mayor: 2008
Current Term Expires: 2020



Liz Silva, Mayor Pro Tempore
4 Year Term
Appointed: 2009 Elected: 2014
Current Term Expires: 2022



Scott Funk, Council Member
4 Year Term
Appointed: 2008 Elected: 2016
Current Term Expires: 2020



Jose G. Lopez, Council Member
4 Year Term
Appointed: 2009 Elected: 2014
Term Expired: 2018
Currently Serving GUSD Board of Trustees



Robert Bonincontri, Council Member
4 Year Term
Appointed: 2012 Elected: 2014
Term Expired: 2018
Happily Retired

Elections held in November 2018 resulted in the election of two new City Council members who were seated in January 2019:
Lorraine Worthy (4 Year Term) & Paul Miller (4 Year Term)



LETTER FROM THE OFFICE OF THE CITY MANAGER



Gonzales City Manager/City Clerk,
René L. Mendez (2005)



Executive Assistant to the City
Manager/Deputy City Clerk,
Mary Villegas (1996)

I am honored to present the City of Gonzales 2018 Annual Report to the community of Gonzales. I hope you will take the time to learn about the good work our city staff and the community are doing to realize the vision and mission of Gonzales. There are many supplemental links embedded within the report if you are interested in learning more about special programs and projects.

In 2018, the City of Gonzales successfully transitioned two critical city departments and was able to install two qualified department heads that had previous knowledge and experience with the city as consultants.

After the Mann Packing project was underway, the company was acquired by Del Monte Fresh. The facility was redesigned and expanded to a larger building. Our city building, planning, and engineering staff worked hard to accommodate the redesign, and keep the project moving as scheduled.

In 2018, all city utility customers were “opted in” to the Monterey Bay Community Power program to purchase the city’s electrical energy from renewable sources. Gonzales was a founding supporter of this program, with the Gonzales city manager sitting as the first chair of the operations board, and the city’s mayor sitting on the policy board. Ratepayers recently received their annual 3% energy credit on their utility bills as part of the program.

In 2019, the city will continue the proactive process to develop a renewable energy infrastructure established under the agency of the “Gonzales Electrical Authority.” This agency is a legal structure that allows the city to secure a financing district to develop a renewable energy infrastructure and to sell the energy generated as a source of revenue for the city.

The city continues to acknowledge the importance of access to recreation programming, and in 2018 the city hired staff to support programs for senior citizens and more robust programs for the entire community. The multi-year campaign aimed at supporting kinder readiness was realized with the establishment of the Friends, Family & Neighbors’ playgroups for children and their caregivers. We created an additional after-school program tract that allows parents more flexibility in purchasing affordable and convenient after-school care. Through our program partnership with the school district, all Gonzales youth, regardless of where they attend school, now have an opportunity to participate in a community theatre program.

(continued next page)



2018 QUICK FACTS: DID YOU KNOW...

- Budget general reserve \$1 million
- Operating reserve \$1.4 million
- Total city budget \$15.1 million
- General fund expenditures \$5.5 million

2017/2018 General Fund Expenditures

- 46% Police Services
- 12% Parks, Rec, Aquatics & Youth
- 11% Fire Services
- 10% TUT Initiatives
- 7% City Manager/Finance
- 6% Planning & Building
- 4% GG Bldg. & Non-dept.
- 1% City Attorney
- 1% City Council



Click on the icon to view the
2018/2019 Fiscal Year Budget

(Print readers, see links on page 39)



In 2018 the city successfully completed the administration of an \$850,000 Community Policing grant to four South Monterey County cities. All officers within our police department fully participated in all program aspects.

The City Council and Planning Commission adopted Health in all Policies (HiAP) health element in the General Plan. This element was adopted with the help of a committee of very dedicated community members. For me, this exemplifies how we build a community where health is a clear priority.

Major work was done on Sphere of Influence planning documents for expanding growth and bringing much-needed housing to the community.

Our Youth Commissioners and Youth Council members continue to make us proud as they give back to the community in many ways. These young people have been recognized for outstanding achievement through programs such as the Bezos Scholarship, Youth Senate Program, Girl's State, Debate Team, etc. Past members of the Youth Council are pursuing higher education in some of the top schools in the country, and some are nearing graduation.

The Public Works Department is working hard to keep up on infrastructure projects. New restrooms in our local parks have been a welcome upgrade. New play structures were added at Centennial Park and the Canyon Creek Tot Lot. Equally important to new facilities is the maintenance and modernization of existing facilities.

The North Alta Street entry to the city received a major landscaping upgrade that further enhanced the major upgrade to the Business 101/Alta Street roadway improvements. This roadway feeds our industrial sector which is the major generator of the economic base and local jobs, maintaining and diversifying the city's resources.

The City of Gonzales continues to operate as a fiscally solvent entity. The Gonzales City Council and Measure K Advisory Board continue to make the most of Transaction Use Tax funds set aside for the Community Action Grant program to support community-driven projects that improve the lives of Gonzales residents. In 2018, the Gonzales City Council increased annual program grant funding from \$20,000 to \$30,000. I hope you will read about the projects that were completed in 2018. They represent this community's enduring commitment to the legacy of Love, Care & Connect.

Yours in community,

René L. Mendez, City Manager



GONZALES CITY ADMINISTRATION 2018



Senior Accounting Technician,
Elizabeth Jimenez (1996)



Accounting Specialist,
Leah Amaya (2017)



Administrative Assistant,
Andrea Navarrete (2017)
2018 City Employee of the Year

SERVING THE ENTIRE COMMUNITY

Administrative staff at Gonzales City Hall are the people that keep the city moving. 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, keep billing and accounts payable in order, manage audits, and assist with recreation program signups. Their bilingual language skills allow them to serve the entire community in a value-added capacity. These competent staff members enjoy their work and will tell anyone who asks that they find meaning and satisfaction in answering questions, solving problems, and providing exemplary customer service. This is how they do their part in showing the Love, Care & Connect that is The Gonzales Way.



2018 GONZALES IN THE NEWS

2018 was a fantastic year for news stories about the City of Gonzales. You can access a comprehensive archive of news stories about the City of Gonzales programs, projects, people, and activities by clicking on the links below.



Read about how Wings of Knowledge students have been working in collaboration with the National Oceanic and Atmospheric Administration to develop regional weather stations to cover a wider area of Monterey County.

Photo: Gonzales High School 10th grader Jerome Russell, 15, talks to Rep. Jimmy Panetta during his visit to meet with students who are participating in the Wings of Knowledge program on Monday. (April 2, 2018, Monterey Herald article by Juan Reyes; Photo: Vern Fisher)

Read about Gonzales youth civic engagement and how cities like ours are working hard to create the next generation of informed and engaged citizens.

Photo: A local reporter interviews members of the Gonzales Youth Council about the passage of a social host ordinance. (June 1, 2018, Western City article by Hang Tran; Photo: Submitted by the City of Gonzales)



City of Gonzales Press Coverage—News Coverage about the City of Gonzales
(Print readers, see links on page 39)



City of Gonzales News Releases—News shared by the City of Gonzales
(Print readers, see links on page 39)



SPECIAL INITIATIVE: TEEN INNOVATION CENTER



CRAFTING A COMMUNITY SPACE DESIGNED FOR YOUTH, BY YOUTH

The City of Gonzales has been working with the Gonzales Youth Council to facilitate outreach to community youth with plans to renovate an old city-owned medical building into a space that is designed for teens, by teens. The Teen Innovation Center project is in the visioning and planning phase to provide our youth with a safe and comfortable place where teens can hang out, study, socialize and pursue unique interests and passions. Inspiration came from a 2018 tour of the Plantronics Santa Cruz, CA headquarters' "maker space" designed work environment.

In 2018, city staff conducted workshops and surveys to solicit ideas and feedback from the community's youth. Feedback reflects that youth envision a "teen café" environment where food and drink are welcome. They want a space with a "mature vibe" and a well-lit, clean aesthetic that incorporates a maker space, study rooms, multi-purpose "flex space," access to technology, fun activities, and services such as assistance with college preparation.

Survey respondents also showed an interest in creating youth internships to assist in running the facility and providing youth with job training and job experience. There were many practical and thoughtful questions posed by youth about safety, operations, and financing of the facility. To be continued!



Video: Youth Innovation Center presentation to City Council
(Print readers, see links on page 39)



Slideshow: Youth Innovation Center
(Print readers, see links on page 39)



SPECIAL INITIATIVE: HEALTH IN ALL POLICIES (HiAP)



In 2016, the City of Gonzales began a collaboration with the Monterey County Health Department Planning, Evaluation and Policy Unit to prepare a Health and Wellness Element and adopt a “Health in all Policies” (HiAP) approach. This effort resulted in the City of Gonzales becoming the first City in Monterey County to prepare and adopt a Health Element in its General Plan. Adoption of the policy involved extensive community-wide participation, including Gonzales adult and youth residents, city staff, local business leaders, and subject matter experts.



The Health and Wellness Element adopted by the Gonzales City Council

addresses a range of concerns related to community health and wellness, including: Complete neighborhoods; Safety and prevention; Green sustainable practices; Access to healthy and affordable food; Economic development; Social connectedness; Access to affordable and quality healthcare; Educational opportunities; and Youth leadership. The element contains goals, policies, and implementing actions for each of these areas, which have force and effect in the context of the General Plan.

In addition to the Health Element, the HiAP project emphasis can be found in many areas of the city including: Improvements to sidewalks and alleys in the west side of Gonzales, to make them safer and enhance the walking experience (to school and throughout the community); A continued focus on Youth Leadership via the Gonzales Youth Commissioners and Youth Council; Increasing youth and senior recreational opportunities; and a reaffirmation of the city’s long-standing initiatives to increase access to quality healthcare and economic development.



SPECIAL INITIATIVE: GONZALES YOUTH COUNCIL



2017-2018 Gonzales Youth Commissioners:
Fabiola Ruelas Moreno & Cindy Aguilar Castañeda

Youth Council Representatives:
Alicia Brandt, Alondra Blanco, Angel Bravo, Carolina Perez-Reyes, Gerardo Martinez-Hernandez, Isabel Mendoza, Jack Banuelos, Jessica Valdez, Juliana Hazel, Magaly Santos, Nayeli Gomez, Vanessa Bravo

2018-2019 Gonzales Youth Commissioners:
Cindy Aguilar Castañeda & Nayeli Gomez

Youth Council Representatives:
Abran Magana, Andrew Funk, Angela Rodriguez, Carolina Perez-Reyes, Dylan Cervantes, Jesus Trujillo, Julissa Aldaco, Madisyn Schweitzer, Priscilla Flores, Scott Funk.



Click on the icon to learn more about the GYC, including video updates from alumni
(Print readers, see links on page 39)

The Gonzales City Council unanimously supported establishing the Gonzales Youth Council, based on the advocacy of the pioneering Youth Commissioners in 2015. The Gonzales Youth Council continues to affirm how much our youth care and want to make a difference. These young people are not only the leaders of the future; they are the leaders of today!

Led by the Youth Commissioners, the official Youth Advisors to the City Council and Gonzales Unified School District, the Gonzales Youth Council provides these young leaders a formal opportunity to:

1. Ensure youth have a voice and influence in their city government, school, and community, especially related to policies, programs, and services that affect children and youth;
2. Plan and implement service-learning projects and other community-improving activities; and
3. Gain valuable leadership skills and experience to aid their success.

Highlights of the GYC's 2018 Action Projects:

- Teen Innovation Center - Visioning and advocating for a Teen Innovation Center to be established in Gonzales.
- National Night Out – Partnering with the Gonzales Police Department to host a fun, community-wide out celebration, including hosting fun activities (Cop Potato anyone?) and surveying participants regarding their views regarding police and community relations.
- Ciclovía – Partnering with the Monterey County Health Department to plan and implement this fun, outdoor health-promoting community celebration to get the community active first.
- Annual Tree Lighting – The GYC spread good cheer as they served up hot chocolate and fun holiday activities including a visit from Santa to hundreds of Gonzales children and families.



SPECIAL INITIATIVE: WINGS OF KNOWLEDGE



CAREER TECHNICAL EDUCATION & STEM PROJECTS IN THE FIELD

Throughout 2018, the City of Gonzales continued to invest in STEM (science, technology, engineering, mathematics) enrichment programs for children and youth. The Wings of Knowledge program, led by Olinga Learning's Director, Vahid Motazedian, offers its K-12 youth program participants the opportunity to explore local and regional needs, to co-design technology solutions, and to test out the solutions in real-world settings.

Because of the prevalence of agriculture, most of the technology produced by students pertains to helping farms become more efficient. Examples of student-manufactured technology include telemetry systems, soil moisture probes, weather stations, and motor control systems.

Youth had the opportunity to collaborate and work alongside professionals in the fields of agriculture, engineering, and meteorology. The program's mentoring component has older students working with very young students to expose them to the technological concepts and hardware that will be needed for 21st Century careers.

By the end of 2018, over 120 Gonzales youth had participated in one or more projects together with 19 farm partners in five counties.



SPECIAL INITIATIVE: MEASURE K COMMUNITY ACTION GRANTS



Community Action Grant project before & after: A safe and welcoming gathering area for the Gonzales Community Presbyterian Church annex building, housing their food and clothing distribution programs.

TRANSFORMING THE COMMUNITY WITH THEIR VISION

The Gonzales Community Presbyterian Church in Gonzales is the host site for the Una Mesa Food Pantry and the Second Vida Clothing Closet, serving residents of Gonzales year-round. This project represents one of seven community projects awarded funding by the Measure K Community Action Grant Program in 2017. Total grant funding for the seven projects that were completed in 2018 was \$24,680.

The project was completed with financial support from Measure K grant funding, private donations, free and discounted work from local contractors, and group fundraising efforts. The site rehabilitation focused on providing both visual and safety upgrades, creating a community gathering place where residents in need can receive services in a welcoming environment. Whether stopping by to find a winter coat for a child or filling the void in the pantry, program participants are able to come to a place that provides charity with dignity and a place to sit, chat, and gather with other members of the community.

Other grant award recipients included Ramirez/Treleven (school water hydration stations), Gonzales Lions Club (vision testing equipment), Grupos Unidos de Gonzales (Day of the Child event), Asamblea de Gonzales (Christmas Posada event), Salvation Army (meal program, teen nights, movie night, back to school supplies, summer camp funding support), and Gonzales Youth Guardians (children's activities).



SPECIAL INITIATIVE: GONZALES GROWS GREEN



OCEAN HERO PROFILE

NAME	Gonzales Youth Council
HQ	Gonzales, CA
BY DAY	High school students
BY NIGHT	Warriors of the waterways

LEARN MORE AT [MONTEREYBAYAQUARIUM.ORG/HEROES](https://montereybayaquarium.org/heroes)

BE AN OCEAN HERO

TOGETHER, WE'RE INSPIRING
CONSERVATION OF THE OCEAN



Monterey Bay
Aquarium

In 2018, the Monterey Bay Aquarium recognized the Gonzales Youth Council for their conservation and public awareness efforts as part of their "Ocean Heroes" program.

SUSTAINABILITY, TEN YEARS IN

The Gonzales Grows Green (G³) team has been working for ten years to integrate sustainability into all aspects of city government and community life. City staff have worked tirelessly to view their departments and functions through the lens of environmental stewardship, economic opportunity, and social equity.

The result has been the addition of many programs and policies that have allowed residents and businesses to set expectations for how their city operates. Gonzales serves as an example of how a small town can commit, invest, innovate, and lead in implementing sustainable practices that support environmental sustainability, economic development, and social equity. The City of Gonzales has received awards and recognition for this work and has benefited from economic development and program activity from businesses and agencies that want to be part of The Gonzales Way.



Click on the icon to learn more about sustainability programs & projects in Gonzales
(Print readers, see links on page 39)



SPECIAL INITIATIVE: KICK KIOSK & EMAIL

Gonzales Community Pool
675-5000

Private Pool Party Rentals
First Day to Sign Up for Parties is **MAY 1, 2018**

Saturdays, 10:00AM-2:00PM & 5:00-9:00PM
Sundays, 10:00AM-2:00PM & 3:00-7:00PM

The pool will be open for Rental from June 16 - September 16, 2018
Rentals are placed at Gonzales City Hall Only
Monday-Friday 8:00AM- 5:00 PM



Ready to start a compost pile?

For more information join us at the **Salinas Valley Recycles Composting Class**

Saturday, June 23
11:00 AM to 12:00 PM
@ **Fairview Middle School**
www.compostguide.com

Win a Composter!





GARAGE SALE
SATURDAY, JUNE 9

Shop Green! Save Green! Make Green!

9th Annual City of Gonzales Community-Wide Yard Sale

NO Yard Sale Permit Required
Plan your sale and make some money!







How to volunteer at Día Del Niño

Contact Roberta Camacho at (831) 262-6135
Hartnell and Gonzales Unified School District students can receive volunteer hours
Money, goods, and food are being accepted

gonzalesway.org
love • care • connect



Gonzales Community Church Food Pantry
With The Salvation Army
Gonzales Community Church Despensa de Comida

One Table/Una Mesa

Second, Third & Fourth Saturdays
10 AM to 11 AM
Segundo, Tercero y Cuarto Sábados

Community Church Ed. Building @ 4th & Day Streets
Community Church Edificio de Educación @ Calles 4 y Day



Dog Vaccination & Microchip Clinic
Saturday, May 12 9:00 AM-1:00 PM
Gonzales Police Department 109 Fourth Street

Services Being Provided
Rabies Vaccination: \$15 Parvo: \$13
Bordetella: \$12 Microchip: \$20

Dog License Payments are Due: May 31, 2018

Questions? Call (831) 675-5010 Monday-Friday 8 AM-5 PM





*ALL DOGS MUST BE ON A LEASH!
Vaccines and microchips are being provided and administered by Los Cochinos Animal Hospital

SOCIAL EQUITY THROUGH COMMUNITY ENGAGEMENT

2018 was a banner year for outreach and communication in Gonzales. The KICK (Community Information Kiosk) information system has been in place since 2013. Updated each Thursday, there are now eleven locations throughout the community where kiosk information can be viewed “in the places where you find yourself.” This includes all school district school sites, the local library, bank, pharmacy, police department, City Council Chamber, City Hall, and Casa de Oro senior citizen housing site.

In addition to the stand-alone kiosks, people who want to stay connected to community information and city government can sign up for the weekly KICK Kiosk email at the City of Gonzales website. The KICK Kiosk is a two-way mode of communication. The City of Gonzales is happy to share your non-profit and community group event information. Contact our staff at City Hall to make the connection: 831-675-5000.

Kiosk information is updated weekly on the NEW City of Gonzales website GonzalesCa.gov. Many of the information items are also shared on the city’s Facebook page.



Get Connected!
Like & follow us on Facebook:
City of Gonzales, California



Click on the icon to sign up for the weekly KICK Kiosk email & other communication from the city
(Print readers, see links on page 39)





Special Projects Director,
Mark L. Hartunian, J.D. (2016)

SPECIAL PROJECTS DEPARTMENT

DEPARTMENT CORE PURPOSE & SERVICES

The Special Projects Department is part of the Office of the City Manager. The department is responsible for developing, organizing, and managing a broad assortment of city-wide initiatives, projects, and programs, including business sector development, statistical reporting, performance measurement, grant administration, policy and procedure development, executive management, and staff support.

2018 KEY FOCUS & ACCOMPLISHMENTS

During 2018, the Special Projects Department concluded its role in the management and administration of the very successful Strengthening Law Enforcement & Community Relations Grant Program.

The cities of Gonzales, Greenfield, King City, and Soledad in rural south Monterey County formed an alliance in 2016 called Four Cities United, and applied for and received grant funding in the amount of \$850,000 from the California Board of State and Community Corrections (BSCC) to strengthen law enforcement and community relations. The grant provided for a regional approach to build trust and inclusion between law enforcement and community members, reduce crime, and increase law enforcement's understanding of the cultural values of the communities they serve. Six activities were designed, and evaluation was conducted on five of the six activities:

1. Conducting a Community Police Academy to build greater understanding between youth and local law enforcement;
2. Conducting Community Surveys to develop a culture of trust and inclusion between law enforcement and community members;
3. Implementing a Juvenile Diversion Program to divert youth who commit misdemeanor offenses from further involvement in the juvenile justice system;
4. Critical Incident Training for police officers to safely and effectively address the needs of persons with mental illnesses;

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FOUR CITIES UNITED PROGRAM OBJECTIVES & PROJECTS:

Building Trust & Legitimacy

- Community Police Academies
- Community Opinion Survey

Community Policing & Crime Reduction

- Juvenile Diversion Program

Training & Education

- MCHD Critical Incident Training
- Spanish for Cops Training
- Cultural Competency Training



SPECIAL PROJECTS DEPARTMENT

FOUR CITIES UNITED RESEARCH DESIGN & FINAL OUTCOMES

5. Conducting **Cultural Competency Trainings** for police officers and residents builds greater understanding of cultural norms;
6. Providing **Spanish for Cops** education for police officers to build needed skill sets for interacting with non-English speakers.

The Four Cities United program evaluation was conducted by the Monterey County Health Department, Planning, Evaluation, and Policy Unit.

Final Outcomes: The Four Cities United conducted all six of the strategies that were proposed to BSCC within the intended timeframes and within the budgeted amounts. The six strategies fell into three broad objectives:

Building Trust and Legitimacy: Two three-month joint Community Police Academies were conducted in 2017 and 2018, with a total of 98 adult and youth participants and a graduation rate of 92%.



A Community Police Academy graduate commented, *“These 13 weeks have been interesting to say the least. We’re in a time where we need to minimize the divide between our community and our police departments. Holding these types of programs helps the community and police come together.”*

A first-ever four-city Community Opinion Survey was conducted in 2017. The single-most open-ended comments were specific suggestions for strengthening communications and interactions between officers and residents, and the Police Academies plus the publicity that surrounded them helped to address this recommendation. More than 1,000 valid surveys were returned, with most including multiple responses to *“Please tell us your ideas about how police officers and residents can work together to make the city a better place to live.”*

The community responses demonstrated a strong desire for greater engagement between officers and residents of all ages, genders, and English and Spanish speakers.



Community Policing: A Juvenile Diversion Program for first-time-offender youth that was modeled after a program endorsed by the Office of Juvenile Justice and Delinquency Prevention was jointly launched between the police departments of the four cities. The Four Cities invested six months of planning, staff hiring, and developing organizational and communication materials.

As of June 2018, 102 youth were served in 18 months with only 10% being dismissed for noncompliance with program rules. A cost analysis based on a multi-state juvenile justice program study suggests that the investment made by Four Cities United and BSCC could yield long-term taxpayer savings of \$2.7 million to \$6 million.

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SPECIAL PROJECTS DEPARTMENT

FOUR CITIES UNITED FINAL PROJECT OUTCOMES

(continued)

100% of participants stated on exit interviews that their close relationships had improved or somewhat improved since they had entered the program, which is a protective, pro-social/emotional indicator of health and wellbeing. 92% of participants stated on exit interviews that they would recommend the program to a friend. A third of program graduates stated they planned to finish high school and 66% planned to attend college or a trade school. The parent of a program graduate stated, *“My son used to come home and go into his room every day. Now he talks to us about school and eats dinner with us. I am so grateful for this program, thank you!”*

Officer Training and Education: A Spanish for Cops training was newly introduced to police officers of the Four Cities by Soledad Police Chief Eric Sills after he first conducted trainings in San Jose, CA, where the program showed merit and was offered on an ongoing basis. One six-week session was completed by 12 officers; eight of nine who completed the post-training survey stated they had used their learned Spanish phrases 10 or more times on the job within the following month. All post-training survey responders said they were somewhat or quite a bit more confident in interacting with Spanish-only speakers since taking the Spanish for Cops training. The training was covered in two local newspapers.



Cultural Competency training was done in two parts. The first workshop, specifically for police officers, was focused on understanding the indigenous cultures of Mexico that include multiple non-Spanish language dialects.



The second workshop was attended by 80 police officers, community leaders, and residents (including youth) who, using a curriculum developed by the National Coalition Building Institute, were able to dialogue about law enforcement and community residents' roles, understanding stereotypes, and ways to participate in building healthier communities.

Participant comments included *“It was great to hear other points of view and have open dialogue between officers and residents;”* *“The personal stories helped to humanize the police officers;”* and *“Thank you for bringing the community and law enforcement together.”* Four Cities United hopes the video posted on the Four Cities and BSCC websites will encourage other communities to engage in similar community relationship building activities.



Click on the icon to learn more about the Cultural Competence Training for Law Enforcement in South Monterey County (Print readers, see links on page 39)





Gonzales Fire Chief/Fire Marshall,
Jason Muscio (2007)
10 Years of Volunteer Service

FIRE DEPARTMENT

DEPARTMENT CORE PURPOSE & SERVICES

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.

MESSAGE FROM FIRE CHIEF/FIRE MARSHALL

2018 was a challenging yet prosperous year for the Gonzales Fire Department. The department responded to a record number of calls for service while increasing the number of our volunteer firefighters and expanding our community outreach, health, and safety programs. These accomplishments were possible only because of the commitment and dedication of the men and women of the Fire Department, and the continuous support of the community.

Moving forward, we will continue to build on the successes of 2018, using that momentum to improve services for our residents and businesses. Existing programs will be expanded and new ideas implemented to provide high-quality emergency response and improved safety and health of everyone in the City of Gonzales and the Gonzales Rural Fire Protection District.

On behalf of the Gonzales Fire Department, I want to thank our residents for allowing us to serve in the community we love. Our staff and volunteers look forward to a new year of contributing to The Gonzales Way of life.

Thank you,

Jason Muscio
Fire Chief/Fire Marshal

2018 QUICK FACTS: DID YOU KNOW...

- 64% of all calls were for medical emergencies, 17% were for vehicle accidents
- The department responded to an average of two emergency calls per day (a 60% increase since 2013)

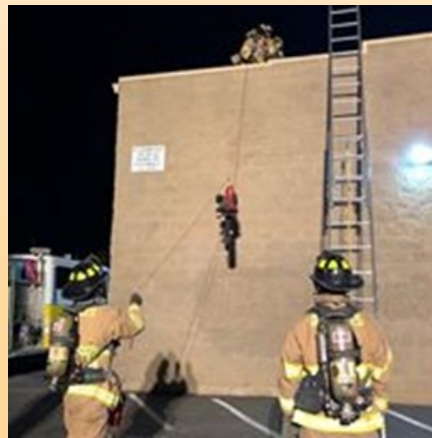
DEPARTMENT UPDATE



Click the icon to view the Fire Department update (Print readers, see links on page 39)



FIRE DEPARTMENT 2018 KEY FOCUS & ACCOMPLISHMENTS



INCREASED PUBLIC OUTREACH, TRAINING & TECHNOLOGY

One of our goals for 2018 was to increase public outreach efforts and provide fire and life safety information to the youth in our community. We were able to accomplish these goals through events such as our open house and our Junior Firefighter Academy, as well as traditional visits to classrooms and local daycares.

Training is the most important aspect of being prepared to provide safe and effective emergency response to our residents and businesses. Our firefighters continue to train not only to reinforce fundamental firefighting skills but also to utilize advances in technology and equipment to deliver the best service possible.



FIRE DEPARTMENT: VOLUNTEER SPOTLIGHT



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 fire-fighting 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

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 from 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.





Gonzales Chief of Police,
Keith Wise (1992)

POLICE DEPARTMENT

MESSAGE FROM THE CHIEF OF POLICE

The Gonzales Police Department continues to be committed to strengthening partnerships and community relations which furthers the City of Gonzales’ vision, mission, goals, and values.

The Department has and will continue to participate in community-oriented policing projects. These projects will focus and engage the community with opportunities to serve, care, and connect in our efforts to strengthen law enforcement relations with the community.

These partnerships help to build a strong, healthy, safe, and caring community that promotes economic development.

Keith Wise,
Gonzales Chief of Police

2018 PROJECTS & ACCOMPLISHMENTS

- Upgraded the City Kennel providing state of the art cages within, and took care of much-needed maintenance to the structure as well as the drainage to the exterior
- Additionally, the department is working toward replacing the current animal control vehicle due to its age (1996 -156,639 miles) and ongoing cost associated with needed repairs
- Enhanced the Vacation House/Property Watch program
- Accomplished maintaining staffing levels and ongoing perishable skills training, as well as advanced officer training
- Increased our efforts to reunite lost pets with their owners, and in doing so reduced the costs associated with housing at the SPCA
 - One example in this effort was to post photos on social media and other outlets of rescued animals for reunification. We also provided lost pet forms for the community to fill out when their animal goes missing. Forms are readily available on the city website or at the lobby counter of the Police Department

2018 QUICK FACTS: DID YOU KNOW...

- 2018 Traffic accident 27% decrease from 2017
- 2018 Arrests 4% decrease from 2017
- 2018 Moving violation/traffic citations 42% increase from 2017

DEPARTMENT REPORT



Click on the icon for the full 2018 Police Department report (Print readers, see links on page 39)



POLICE DEPARTMENT 2018 KEY FOCUS & ACCOMPLISHMENTS



IMPACTFUL POLICE RELATIONSHIPS & ENHANCED SERVICES

- 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
 - The department continues to provide ongoing mentoring and career development for our Explorers
- Anti-bullying participation and awareness with local school students
- The Police Explorers participated in many local community events as well as others such as Relay for Life in Salinas and Laguna Seca Races at Mazda Raceway
- Educational and School Safety Presentations



POLICE DEPARTMENT:



SPONSORED EVENTS

- Two dog licensing clinics (including rabies vaccinations and microchipping)
- Host of one South County collaborative Community Police Academy (held concurrently with another local community)
- Annual National Prescription Drug Take-Back Days (collecting over 400 pounds of unwanted prescription drugs in two years)
- National Night Out community event (over 1,000 attendees)
- Gonzales Police Officers Association Halloween Haunted Police Department (over 1,000 community members participating)

ENHANCED POLICE SERVICES

Enhanced Officer Equipment:

- Upgraded rifles to include lights, enhanced sights, and slings
- Upgraded to modernized digital tasers
- Incorporated automated ticket handheld writing devices for officers to use in the field (which has proven to be more cost-effective, and a reduction in paper use and processing)

Increased Police Presence in the Community:

- Conducting more foot patrols in the business, industrial, and residential areas
- Proactive police presence at schools and school-sponsored sporting events





Department Head/Community & Economic Development Director, Matthew Sundt (Welcomed in 2018)



Planning & Building Department Administrative Assistant, Tencia Vargas (2007)

COMMUNITY & ECONOMIC DEVELOPMENT & PLANNING DEPARTMENT

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT SERVICES

The Community & Economic Development Department supports the Vision and Mission of the City by providing professional planning services to the City of Gonzales. 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.

The Department processes applications for all physical development involving private land to include conditional use permits, site plan permits, sign permits, and annexations, as well as subdivisions large and small. The department works closely with applicants, other city departments, and county and state agencies to ensure development conforms to requirements and the best contemporary practices. The department manages environmental review for projects and 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 administration of grant applications 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.

PLANNING DEPARTMENT SERVICES

The Planning 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 and plan reviews for building code compliance are the primary functions of this department. The department maintains the permit issuance and fee collection system, the Construction & Demolition Debris Diversion Program, the Gonzales Employee Housing Program, the Abandoned and Distressed Residential Property Program, and the Safety Assessment Program to assess disaster damage when needed. Department staff coordinate efforts with other departments and assist with the Code Enforcement Program and the Storm Water Runoff Program.



COMMUNITY & ECONOMIC DEVELOPMENT & PLANNING

2018 KEY FOCUS & ACCOMPLISHMENTS

PROSPERITY, GROWTH & COMMUNITY ENGAGEMENT



Mann Packing/Del Monte Fresh began construction of a \$15 million, 130,000 square foot processing facility that will bring up to 500 jobs to the community.

The Clinica de Salud del Valle de Salinas healthcare facility entered its final phase of construction and opened its new facility.

The City experienced a net taxable value increase of 9.3% for the 2017/2018 tax roll, which was greater than the increase experienced countywide at 5.6%. Staff continues to work with small businesses in the promotion of its Revolving Business Loan Program, which has a current portfolio of \$1.2 million.

The department administered seven Community Action Grant Program awards totaling \$25,700 in tax proceeds from the Transaction Use Tax Program. The department facilitated meetings of the Measure K Citizens Advisory Committee, which is charged with providing recommendations to the City Council on how these sales tax dollars can be used to increase the quality of life within the city.

MAINTAINING INTEGRITY OF PROGRAMS & A FOCUS ON COMPLIANCE

- Completed Building Plan Review for Mann Packing's new Gonzales facility & the Clinica de Salud facility
- Maintained Construction & Demolition Debris Diversion Program
- Mann Packing/Del Monte Fresh installed the city's second wind turbine which will provide a source of renewable energy for the Mann Packing project
- Approved a Health Element for the city's General Plan
- Coordinated with the land developers and/or landowners with land-holdings or property options within the Sphere of Influence area to fund the Infrastructure Master Plan and its component reports
- Coordinated with project proponents in the city's Sphere of Influence in preparation for Vista Lucia Village One Specific Plan and annexation
 - This project will result in approximately 1,700 new residences, a new elementary school, and parks
- Council approved an update of the City's Climate Action Plan



COMMUNITY & ECONOMIC
DEVELOPMENT SMALL BUSINESS SPOTLIGHT



Casey & Tina Aguilar

RUSTIC ROASTING COMPANY (EST. 2018)

Casey Aguilar was on a pathway to a corporate position on the East Coast when he heard the calling of home. In 2010, he decided to relocate from the Bay Area back to the place where he was raised, and family and friends awaited his return. In 2012, he met and married his wife, Tina with whom he now has three young children.

A huge fan of great coffee, Casey began learning the coffee roasting trade and engaging local mentors to teach him the secrets of roasting for a custom cup of coffee. While managing a large territory for a retail Mexican food quick-serve chain, Casey and Tina work nights and weekends to grow their small business into a dream shop that will serve as a social hub for the community and feature great coffee to drink there or brew at home.

Our economic development team sat down with Casey to talk about how we could assist him with getting his business off the ground. We provided him with the information needed to obtain a business license, and support he will need to comply with some of the business regulations of a start-up. We introduced him to the **City of Gonzales Business Loan Program** for businesses that need capital to obtain the equipment and inventory needed to get going and hire employees. If you have a small business dream, we encourage you to reach out to our team. We can help you engage with the Small Business Development Center to develop a business plan and work with you to get your startup off and running.



COMMUNITY & ECONOMIC DEVELOPMENT SMALL BUSINESS SPOTLIGHT



Hector & Bernadette Zavala

(Photo courtesy of South County Newspapers)

FOURTH STREET TAP HOUSE (EST. 2018)

Hector and Bernadette Zavala were already busy with their day jobs. Hector runs his electrical business, HZ Electric and Bernadette works with the visually impaired for Monterey County. Add the life of their active five-year-old on top of that, and one might wonder where they find the time to run the Fourth Street Tap House.

With 28 rotating beer taps and two hard cider taps, Bernadette says it's hectic but different than working their jobs. "When we are in the bar talking to people and hanging out with our community, it's relaxing." She says that Hector's love for small batch craft beers and microbrews grew into a dream that these long-time Gonzales residents wanted to pursue for their community. "Downtown Gonzales needs more variety and more things to do," she says.

Their strategic decision not to offer a food menu has been good for downtown businesses too. They offer menus from local restaurants for direct delivery to the bar. Most weekends, they and their four employees host and promote local caterers who bring a variety of fresh and delicious food offerings. Small groups are welcomed to bring their "pot luck" gatherings to the bar for celebrations and small parties.

They say the community has been extremely supportive of their business and they hope to apply for a loan with the city's **Business Loan Program** in the future to purchase new refrigeration equipment that will allow them to sell four-pack craft brews that their patrons can take home to enjoy.



COMMUNITY & ECONOMIC DEVELOPMENT SPOTLIGHT: COMMERCIAL/INDUSTRIAL AGRICULTURAL BUSINESS PARK



MANN PACKING/DEL MONTE FRESH

Mann Packing Company's new Gonzales facility encompasses approximately 152,000 square feet, 130,000 of which will be dedicated to processing fresh vegetables. The remaining space will be used for offices, an employee training space, and a breakroom/restroom area. The facility will boast 20 dock doors, allowing for loading capabilities superior to what Mann's currently has at their Salinas facility. The majority of the processing and shipping will focus on the company's retail product lines. The project is estimated to bring 500 additional jobs to the community by the end of 2019. The new building also has a wind turbine that will offset 50-75% of the plant's power during wind peaks.





Department Head/Public Works,
Patrick Dobbins (Welcomed in 2018)

PUBLIC WORKS DEPARTMENT

PUBLIC WORKS DEPARTMENT SERVICES

The Public Works Department keeps our municipal infrastructure humming 24/7. Department staff ensures clean water flows to homes and businesses, wastewater goes where it should for treatment, and our roadways are maintained. We also take care of city vehicles, buildings, parks, trees, and landscaped areas.

Public Works staff coordinates with public agencies such as the County of Monterey, CalTrans, Central Coast Regional Water Quality Control Board, and Transportation Agency for Monterey County (TAMC) on efforts to maintain the city’s infrastructure.

The department reviews and inspects improvements that are constructed by private developers. We ensure that the work complies with city standards and permit requirements.

2018 KEY FOCUS & ACCOMPLISHMENTS

Public Works staff is committed to responsive, innovative, and fiscally prudent efforts to maintain and improve the city’s infrastructure. We seek grant funding for our capital projects such as improvements to the city’s wastewater treatment plant.

Alta Street Pavement Rehabilitation Project

Completing the Alta Street Pavement Reconstruction Project was a significant milestone for 2018. This was the most significant project for Gonzales in over 25 years. It improved the “rideability” of this major roadway.

This \$5 million project was a major undertaking over the last two years and was completed in June 2018. City staff appreciates our residents and businesses patience during the various phases of construction that involved detours and road closures.

The County-wide Measure X Sales Tax, approved by voters in November 2016, provided half of the \$5M funding to reconstruct Alta Street.

The project won a Project of the Year Award from the Monterey Bay Chapter of the American Public Works Association.

(continued next page)



Public Works Department
Administrative Assistant,
Veronica Gonzalez (1999)

Interim Department Head/Public Works,
Harold Wolgamott (2001) Pictured on Page 32



PUBLIC WORKS DEPARTMENT

2018 KEY FOCUS & ACCOMPLISHMENTS



Funding for the Alta Street project came from several sources including local road funds, sewer funds, TAMC, and SB 1 monies. This project would not have happened without Measure X monies as it was half of the project funding.

City staff took a “complete street” approach to the geometric layout of the busy corridor. Bike lanes and pedestrian safety were an important part of the design criteria from the very beginning.

Another key feature of the Alta Street project was the use of “full depth reclamation” (FDR). FDR reuses the existing pavement and base rock material and results in a stronger roadway section compared to the conventional “remove and replace” approach. FDR is a cost-effective approach and is one of the most environmentally responsible pavement reconstruction methods available.

Wastewater Treatment Plant (WWTP) Expansion

For the last several years, city staff has worked on expanding the capacity of the city’s wastewater treatment plant to serve industrial and residential development. It’s important that the facility fully treat the domestic and industrial wastewater to the permit requirements. City staff met several times last year with the Central Coast Regional Water Quality Control Board on the steps and studies needed to expand the WWTP.



2018 QUICK FACTS: DID YOU KNOW...

Public Works staff manages:

- 1 million gallons of wastewater per day
- 1,900 water & sewer connections
- 22 miles of streets & alleys
- 32 city fleet vehicles
- 13 assessment districts
- 8 parks & recreation facilities
- 3 municipal drinking water wells

The Alta Street “full-depth reclamation” resulted in a 628 metric ton reduction of CO₂ (equivalent) equal to the greenhouse gas emissions of

- 133 passenger vehicles driven for one year; or
- Home electricity use of 110 households for one year; or
- 8.3 tanker trucks of gasoline



In October 2018 the public restroom at Meyer Park was replaced with a modern restroom



Well 7 Project—This new city well was drilled in 2018 and is now getting equipped and connected to the city water system. It will provide the city with an additional source for our water system.

Public Works Employee Spotlights:

Veronica Gonzalez has worked for Gonzales for the last 20 years. She supports the public works department with utility billing, work orders, and utility customer’s calls.

Tiffany Twisselmann received her Grade II Wastewater Operator Certification and she took over as Chief Plant Operator (CPO) for the city’s Wastewater Treatment Plant on January 1, 2019. This will save the city \$75,000 a year as we no longer need to use a contract operator for CPO duties.

Patrick Dobbins has been the city’s representative to the Transportation Agency for Monterey County (TAMC) Technical Advisory Committee (TAC) for the last four years. In 2018 Patrick chaired the TAMC TAC. TAMC is the agency responsible for planning and financial programming of transportation projects within the County.

Patrick has been on the Board of the Monterey Bay Chapter of the American Public Works Association since 1999.

In 2018, Public Works staff worked closely with other city departments and the property owner’s team of consultants during the plan review and construction of the 130,000 square foot Mann Packing/ Del Monte Fresh processing plant. This will be a major new employer in the city’s Commercial Industrial Agriculture Business Park that is estimated to bring 500 jobs to the city.

In 2018 Public Works staff from the four South Salinas Valley cities began holding monthly meetings to collaborate on joint training presentations, mutual aid efforts and share “lessons learned.”





Department Head/
Building Official,
Harold Wolgamott (2001)

BUILDING DEPARTMENT

BUILDING DEPARTMENT SERVICES

The Building Department’s purpose is to keep Gonzales safe. Through the permitting process and project inspections, the community is kept safe and compliant with current building codes.

Building Department staff work with other departments to improve community safety through code enforcement actions.

The Building Department operates in the Gonzales Way allowing businesses to open with Temporary Occupancy when the facilities are safe for all, even when small items are not yet finalized.

The city uses contract building inspectors for most inspections and plan checks. When possible, city staff tries to plan check simple plans in-house to save on project approval time. This includes using city staff for inspections when contract inspectors are not available. The Building Official, Fire Marshal, and Public Works staff work hard to ensure that inspections are done when needed and on time.

2018 KEY FOCUS & ACCOMPLISHMENTS

The building permit program required modernization and 2018 was spent improving the department’s process and efficiency.

The department continues to give all projects, large and small, prioritization. We work with homeowners that want to expand and improve their property, as well as businesses conducting large expansions or building thousands of new square feet of manufacturing space.

In 2018, our staff worked hard to expand training and knowledge to keep current with changing regulations surrounding the retention of stormwater on new building sites.

The department’s goal for 2018 was to promptly approve as many solar and energy efficient projects as possible. Many solar projects are approved the same day plans are submitted.

Staff worked with Mann Packing/Del Monte Fresh and others to get building plans approved as soon as possible, ensuring building safety and compliance.

2018 QUICK FACTS: DID YOU KNOW...

- Permits issued:
 - 69 residential
 - 21 commercial
- Evaluation of projects: \$2.9 million
- Permit revenue: \$77,000
- Residential solar permits: 14

Building Department Administrative
Assistant, Tencia Vargas (2007)
Pictured on page 24





Sara Papineau-Brandt,
Recreation Programs Coordinator (2006)



Julie Douglas,
Youth Programs Coordinator (2016)



Isabel Navarro,
Sports & Senior Programs Coordinator (2016)

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. The department offers year-round after school, school break, summer, winter, spring, and fall day-camp programming. The department hosts, co-sponsors, and supports many special community events.

2018 KEY SUCCESSES

Youth Programming

The Recreation Department continues to expand its early childhood learning programs for young people ages 0-5. In 2018 our team established a Community Action Team on Early Childhood Learning that led to the implementation of the Friends, Family & Neighbors (FFN) Project. We began a collaborative partnership with the CAPSLO program to increase the capacity of the FFN Project. Four-year-olds were added to the Summer Day Camp program to increase Kinder Readiness efforts. A Parent/Child Playgroup was added for children aged 0-24 months.

For youth ages 6-12 the program added youth flag football to the sports offerings. The “Kid Power” program was added to the ASES after-school program. This paid program offers parents more flexibility and fewer restrictions as required by the grant-funded ASES program.

The Summer Day Camp program was able to again increase capacity and offer programming to more youth than ever before. Our team collaboration with Gonzales Unified School District has firmly established a community theatre program which allows all youth who live in Gonzales an opportunity to participate in a theatre program (regardless of where they attend school).



RECREATION DEPARTMENT

2018 KEY SUCCESSES (continued)

Adult Recreation Programs

For adults ages 18 and older, the department added parent/child early learning classes. The department continues to offer an adult co-ed softball league. In 2018, the Adult Open Gym Program was expanded to offer weekly basketball and volleyball play opportunities at the joint use gym at Fairview School.

With the hiring of a full-time program coordinator in 2018, the department now has the capacity to increase program offerings for adults and senior citizens. Programs include a Senior Recreation Committee, senior socials and day trips, and increasing adult co-ed sports programming.

Aquatics Program

While continuing to maintain a safe swim environment, the aquatics program expanded in 2018. Staff was able to add a “Tot Time” program for parents and their young children and a “Sensory Safe” swim program for people who thrive in a calm and low-stimuli environment. The community pool is open 6.5 days per week (with a half day per week reserved for pool cleaning and maintenance).

Special Events & Projects

Winter holidays are big and bright times in Gonzales. The Holiday Lights Festival and holiday light displays at city buildings, Central Park, and the Gonzales Community Pool were bigger and better than ever!

Our department worked with the Monterey County Health Department and city departments to plan and undertake the first Ciclovía event to be held in South Monterey County. The event worked to celebrate a healthy and active lifestyle that involves regular exercise and transportation options available to walkers, runners, bikers, and skaters.

Recreation Department Core Focus for 2019 & Beyond

- Recreation for Everyone
- Something for All
- Cross-Generational Programming



2018 QUICK FACTS: DID YOU KNOW...

- 27 Summer Interns Employed
- 61 Sports Volunteers Engaged
- 213 Summer Camp Participants
- 2018 Recreation Volunteer of the Year: Emily Rios
- Gonzales Pool was open for programming for 83.5 hours per week
- 217 Personalized holiday letter responses from the “Big Guy in the Red Suit”



RECREATION DEPARTMENT: PUBLIC ENGAGEMENT SPOTLIGHT



THE PROJECT

Situation: Canyon Creek Tot Lot needed a new play structure for two to five-year-old children

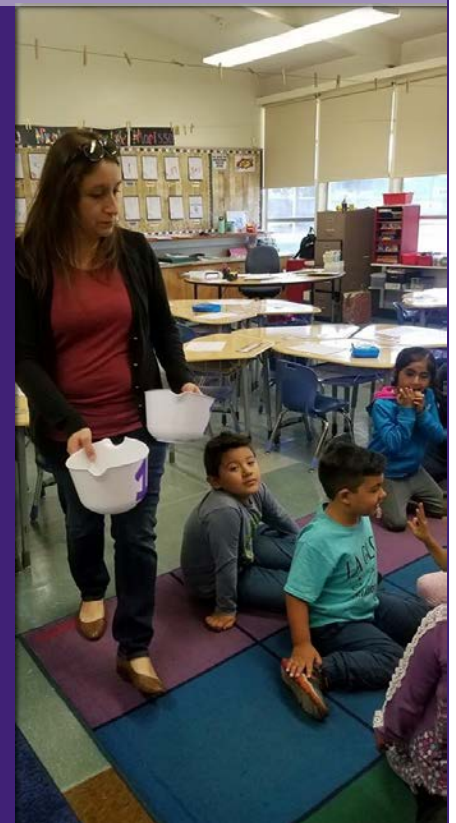
- Staff narrowed down the structures to two that fit the space and the budget.
- We then presented the two play structures to every child in Transitional Kindergarten and Kindergarten at La Gloria Elementary School.
- Every child present that day got one plastic coin. They could place that coin in bucket #1 or bucket #2, depending on which play structure they liked the best.
- We explained that every child's vote was their own. They needed to choose the structure that they like best.

THE RESULT:

We tallied the votes and the following week and sent a letter to each classroom letting them know which playground received the most votes. We noticed that every classroom had at least one bar graph hanging in their room. To support the real-world value of this math and critical thinking tool, we were careful to include a bar graph in our letter. When the playground installation was complete, we sent home a letter to every child's family inviting them to come and play on the playground they chose!

DEPARTMENT REPORT

There's so much more to share! Click on the icon to view the full 2018 Gonzales Recreation Department Annual Report (Print readers, see links on page 38)



2018 LEADERSHIP SPOTLIGHT: COACH ART BERLANGA



2018 GONZALES HIGH SCHOOL FOOTBALL SEASON HIGHLIGHTS:

- League Champions: PCAL Santa Lucia Division
- First football team in Gonzales history to go 10-0 for the season (11-0 including playoffs)
- MVP Payton Flores led the league (CCS) and county in total rushing yards
- MVP Pablo Villaseñor recognized as a San Francisco 49er's Player of the Week
- Coach Berlanga selected as league and county Coach of the Year, awarded KSBW Golden Whistle, selected as head coach of the All-Star game
- 100% Player academic eligibility for season

Words of exuberance like “inspiring” seem to fall short when describing the winning 2018 Gonzales High School football season. It has been a long time since Gonzales has been able to celebrate a season that included an undefeated 10-0 season and division championship. For a team that last won a playoff game in 1996, the community sat back in awe of the achievements of the young men led by Coach Art Berlanga and his coaching staff.

If you ask the coach and educator what his proudest achievement of the season was, he will tell you that it was that he didn't lose one player due to a lack of academic eligibility. His program keeps a sharp eye on what he calls “the students on the bubble.” His coaching team includes the athletic director and teachers at Gonzales High School who work with all athletes to facilitate a weekly study hall that assists them in keeping their grades up.

This part of the football program not only promotes athletic eligibility, says Berlanga, but it has a profound and lasting effect on an athlete's future success in life. He smiles when he talks about the football player who went from a 1.1 grade-point-average to a 3.1 average. “We celebrated with a steak dinner,” he says. For the coach who started his career in 2007 and has coached at colleges and universities including an NCAA Division 2 school, wins like these are what makes working with Gonzales High School athletes worth it.

(continued next page)





Berlanga says that kids who are in college football programs have already, for the most part, “made it.” He believes that the ages from 14-18 years are the ones where young people are most open to influence and growth. “I want to help them become the best they can be.” He explains his coaching philosophy this way: “I am going to ask you to serve your community, to be respectful, to show up for yourself, and to show respect for the time that others give to you.”

This Salinas Valley native says that his commitment continues beyond seasons and years. “I’m proud of the fact that I have hired five of my former players as assistant coaches.” He looks forward to the day when some of his players from Gonzales High School will begin to return and ask to be part of his coaching team. “I want my career to be impactful in ways that are lasting and meaningful.”

Coach Berlanga’s philosophy includes asking himself to lead by example. It’s a high standard, and he says that he will never ask his players to do something he is not willing to do himself. For him, the game of football is a platform to build men of character. “I want to create men who serve others and lead their lives by example.”

When asked what might be next in his career, he says that successful coaches are frequently expected to “coach up,” to move on to larger venues and greater glory. Coach Berlanga says that he is exactly where he aimed to be in his career and his life. Mentors and advisors have shared valuable insights on what is sacrificed in traveling from college to college and state to state in pursuit of record-breaking seasons.

Coach Berlanga, who was raised in Soledad, says he wanted to bring his coaching and life experience home for personal reasons. This means finding balance in his life by making time each week for his two-year-old son, Arthur to join him at practice, making time for his marriage by scheduling a weekly date night with his wife, Jessica, making time for fitness and exercise, and feeding his own spirit in ways that recharge him to inspire others with a super-charged motivation. “What matters to me is that I am known as a great father to my son and a great husband to my wife. I want to reach the end of my life knowing that I made a positive difference in the lives of the people who knew me.”



THANK YOU TO OUR COMMUNITY PARTNERS



In 2018, the City of Gonzales was awarded the first-ever Champion for Children Award from the Monterey County Children's Council

Monterey School of Law • Gonzales Apostolic Church • Bright Beginnings • Community Action Partnership of San Luis Obispo (CAPSLO) • 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 • Clínica de Salud • Communities for a Sustainable Monterey County • County of Monterey • Cypress Church Gonzales • Gonzales Chamber of Commerce • Gonzales Community Church Food Pantry & Clothing Closet • 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 • Olinga Learning • Gonzales Youth Guardians • Middlebury Institute of International Studies at Monterey • Monterey Bay Aquarium • Monterey Bay Area Unified Air Pollution Control District • Monterey Bay Community Power • Monterey Bay Economic Partnership • Monterey County Business Council • Monterey County Environmental Health • Monterey County Free Libraries • Monterey County Health Department • Monterey County Housing Authority • Monterey Salinas Transit • Engie Services US • Poder Popular • Rabobank • Salinas Valley Memorial Healthcare System • Salinas Valley Recycles • Salvation Army • Save the Whales • Somavia High School • St. Theodore's Church • Sun Street Centers • Transportation Agency of Monterey County (TAMC) • Tri-Cities Disposal & Recycling • Ventana Wilderness Alliance • The Wahine Project • Women's Policy Institute • Gonzales Community Collaborative • Impact Monterey County • United Way



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- PAGE 2 City of Gonzales 2018 Annual Report (English & Spanish):
www.gonzalesca.gov/government/information-center/annual-report
- PAGE 5 2018/2019 Fiscal Year Budget: <https://gonzalesca.gov/sites/default/files/2018-10/Budget%20FY18-19.pdf>
- PAGE 7 City of Gonzales Press Coverage—News Coverage about the City of Gonzales
<https://www.gonzalesca.gov/government/information-center/press-coverage>
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- PAGE 8 Video: Youth Innovation Center presentation to City Council
www.cityofgonzales.granicus.com/MediaPlayer.php?view_id=2&clip_id=630
- Slideshow: Youth Innovation Center
https://gonzalesca.gov/sites/default/files/2019-03/Teen%20Innovation%20Center_1.pdf
- PAGE 10 More on the Gonzales Youth Council (including updates on past members):
<https://gonzalesca.gov/government/gonzales-youth-council>
- PAGE 13 Learn more about sustainability in Gonzales:
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- PAGE 14 Get connected: Like & follow us on Facebook: [www.facebook.com](http://www.facebook.com/CityofGonzales)
City of Gonzales, California
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