

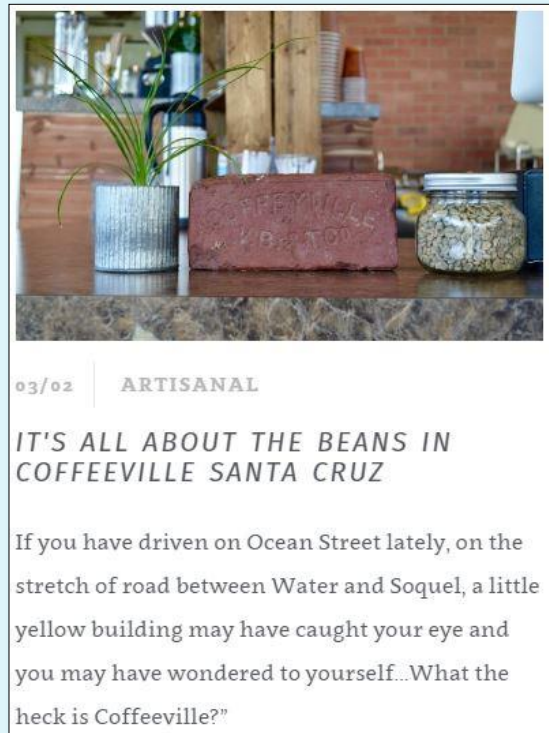
# City Manager's Weekly Update

April 1, 2016

## ECONOMIC DEVELOPMENT

### **It's all about the Beans in Coffeerville Santa Cruz**

On March 2<sup>nd</sup> the Economic Development Department posted an article about a new business, Coffeerville, on our website ChooseSantaCruz.com. The story was then promoted through our social media channels, and from there the story took off! On Facebook, the story reached 2,491 people with 87 reactions, comments, and shares, which is an amazing amount of natural engagement. When speaking with the business owners of Coffeerville, they shared that an hour after the story was posted to social media they were receiving new customers, who had read the article, coming through their doors. This was an amazing example of the following we have developed on Social Media and the wide spread distribution of our ChooseSantaCruz.com Journal content. Owners, Mike and Kendra, were so excited to be featured on our site and have been thrilled with the article and the added exposure it has given their business. Check out the article at [ChooseSantaCruz.com/Journal](http://ChooseSantaCruz.com/Journal)



### **Santa Cruz Millwork Approved for SBA Loan**

The National Development Council approved a SBA (7a) Grow Santa Cruz loan for Santa Cruz Millwork to perform upgrades and expand their business at 310-A Coral Street this week. It's another great example of how the Economic Development Office provides financing tools to help local businesses grow in Santa Cruz. Learn more about the [Grow Santa Cruz Loan Program](#).

### **Economic Development Leads National Webinar on Branding**

[ChooseSantaCruz.com](http://ChooseSantaCruz.com) is not just a website; it's a dramatic shift in how local government engages entrepreneurs, businesses, and the community at large. In partnership with GIS Planning, J. Guevara recently lead a webinar on ["Building an Authentic Economic Development Brand"](#) with 95 confirmed attendees nationwide. Santa Cruz Economic Development continues to maintain and grow our influence as a thought leader on how to provide economic development with impact.

### **City of Santa Cruz and Cruzio Internet Attending Broadband Communities Summit 2016 in Austin**

The City of Santa Cruz is a pioneer with [Santa Cruz Fiber](#). An engaged city team, including the Assistant City Manager, five department heads, and Economic Development staff, and Cruzio Internet will be participating in the upcoming [Broadband Communities Summit 2016](#)

conference in Austin, Texas from April 3 to April 7 to promote the project. Staff will share our building success and learn from public and private industry experts about fiber-to-the-home network builds. Economic Development Manager J. Guevara will be on a [panel](#) discussing overcoming financial barriers for publicly-owned broadband networks and Cruzio Director of Business Operations & Development James Hackett will be on a [panel](#) discussing building on demand.

### **Beach Flats Mural Update**

The Beach Flats artist selection panel will meet next week to review the artist applicants for the project. Four qualified artists have applied. The final mural concept will be developed by the selected artist(s) in consultation with the neighborhood. The artist is required to hold a neighborhood meeting to get feedback on concepts and city staff will assist the artist(s) in notifying the neighborhood by sending out a postcard mailer, hanging large signs and contacting interested people through email and social media.

Artist outreach will be in addition to the two visioning workshops and StoryCorps event held over the winter by staff and the Arts Commission. Assuming an artist is selected, installation of a new mural will happen this summer!

And speaking of the Beach Flats Mural, check out the unearthed photos of the original 1982 mural at Beach Flats! City Arts Manager, Beth Tobey, recently spoke with Ralph D'Oliveira about the mural he painted there as part of the park opening in 1982. [See the blog post about it here](#) and check out the images below.



*Images of the first mural at Beach Flats painted by Ralph D'Oliveira in 1982.*



## Flood Control Subventions Program

In 2000 the State Legislature approved financial assistance for the funding of 70% of the City's share of the costs for the Corps of Engineers

San Lorenzo River Flood Control Project. The state funding for the San Lorenzo Project is through the State's Flood Control Subventions Program (FSCP) which has to date provided the City with \$5.5 million in reimbursements.

The State FSCP funding had been limited to costs associated with Corps of Engineers San Lorenzo River Flood Control construction activities. However, as the costs associated with exploring management options for the San Lorenzo Rivermouth mounted the City approached Assemblymember Stone to see if legislation could be introduced which would authorize FSCP funding for the continuing rivermouth studies. To assist the City in its funding challenges Assemblymember Stone introduced AB 2478 which authorized FSCP funding for studies such as those now being undertaken for the rivermouth. An excerpt of AB 2478 is shown below:

*This bill would authorize state funding, available upon appropriation by the Legislature, to be used within the authorized project boundaries for environmental studies, engineering plans, and construction activities to mitigate the impacts of summer low-flow water conditions in the rivermouth of the San Lorenzo River.*

After the passage of AB 2478 by the State Assembly, FSCP program representatives, Assemblymember Stone's staff, the Gualco Group (the City's Sacramento assistant) and City Staff developed an understanding that provided an avenue for State FSCP assistance without the need for passage of AB 2478.

Since development of this understanding the City received its first 70% reimbursement last year in the amount of \$20,939. Following this success the City staff filed a second claim in June of 2015, which has now been approved and the City will receive a second reimbursement in the amount of \$50,415, for a total \$61,354 returned to the City's General Fund.

## PUBLIC WORKS

### **Waste Reduction**

Waste Reduction staff gave two "4 Rs – Reduce, reuse, recycle and rot" class presentations this week at local schools. Students at Delaveaga and Westlake got to try their hand at sorting materials into the correct bin with a Recycle Right! relay game.

Waste Reduction staff has begun planning the annual teen fashion show. Twenty students who have created their outfits out of recycled material are invited to participate in the Earth Day fashion show on April 16. Fashion Teen Santa Cruz is held the night before, April 15, at the Civic Auditorium. <http://fashionteensantacruz.com>.

### **Green Business Program**

We are pleased to announce a Green Business Academy/Launch Party for Westside businesses in late May. If you have a favorite business on the Westside you'd like to see become Green Business Certified, please contact Green Business Coordinator Shawn Orgel-Olson at [sorgelolson@cityofsantacruz.com](mailto:sorgelolson@cityofsantacruz.com).



### **Engineering**

We are now in phase 2 of the West Cliff Sinkhole repair. We are working with Mesiti-Miller Engineering and geotechnical engineers Haro Kasunich & Associates to ensure the integrity of the retaining wall and fill in the void. Contractor Don Chapin Company is now installing 90 cubic yards of concrete and a quantity of drainage rock. There will be a third phase of work to place more rock in the cove around the outside of the area for greater stabilization. The construction repair is expected to continue about two more weeks.



### **Parking Services**

Maintenance crews work continuously to keep weeds under control. Staff take pride in the beautification around our parking structures to enhance the parking experience for our customers.





### **Laboratory & Environmental Compliance**

Three Students from San Lorenzo Valley High School won first place in the Santa Cruz County Science fair competition on a project which was partially assisted by our laboratory. The students had learned techniques and the utility of caffeine measurement to track domestic sewage contamination of ambient waters.



### **Wastewater Collections & Flood Control**

Crews discovered a catch basin and corrugated storm line that has failed on Prospect Heights and Brookwood Drive. They also discovered that a sewer pipe had also failed due to the settling. The sewer pipe was replaced with PVC; bids are being secured to replace the 36" corrugated storm line that had failed.



### **Community Relations**

We have secured the MAH as venue for our next City Hall to YOU community forum on June 1 from 6:30 to 8:30 p.m. The focus will include Downtown, the Beach area and Harvey West neighborhood.



### **Engineering**

PW Engineers conducted a pre-bid meeting recently for the City Hall Campus Emergency Generator Replacement Project. Seven Contractors and one equipment representative attended the mandatory plan review and pre-bid walkthrough. Bids were due Tuesday, March 29, at 2 p.m. This project will upgrade the City Hall Campus emergency power system by providing a new 200 kW diesel powered generator set with exhaust treatment, two new transfer switches, and five new panels and associated wiring. The work includes enlarging the generator shed and installing intake and exhaust sound-trap silencers and sound-proof doors.

### **Resource Recovery Facility and Processing**

Landfill crews are working to keep up with litter control. Windy conditions Monday with wind gusts over 40 mph and an average wind speed of 13 mph contributed to enormous amounts of litter with plastic being the main item. Wednesday afternoon wind speeds added to even more litter pickup for the rest of the week.

### **Green Business Program**

Energy audits have been completed for two huge facilities: Monterey Bay National Marine Sanctuary Exploration Center and Palo Alto Medical Foundation's new Westside medical center.

### **Collections**

We worked with Customer Service and Planning to allow Planning access to roll-off boxes weights in order for them to evaluate compliance with the Green Building Program which is run by the Planning Department. Since the Green Building Coordinator position is currently unfilled, a Senior Planner has been directed to work with the program on an interim basis. We will need to train the new coordinator once hired.

Our Solid Waste Workers have begun using the new trailer mounted pressure washing unit. The photo shows clean-up of a City-owned refuse enclosure in Lot 9, behind the Catalyst.



### **Parking Services**

Parking Maintenance staff assisted Resource Recovery in the training on the new Landa equipment.



North Glass replaced the bullet proof window in the Parking Office that was failing. It took five workers to remove the glass.

Maintenance staff trained on the bucket truck and installed wayfinding banners for some of our parking areas.



### **Wastewater Operations and Maintenance**

The Maintenance division is preparing both cogeneration engines for the May through October peak power season. The utility rates during this season are costly so the engine performance is critical during this time period.

### **Community Relations**

We have entered a partnership with Santa Cruz Waves for a new “City Beat” column that will appear on their homepage starting later this month. Janice Bisgaard will serve as editor culling information from all departments for regular posts/articles. The website receives 30,000 Santa Cruz visitors per month averaging about a one-minute session; reach is far greater than this beyond Santa Cruz. Our news items will also often be reposted on Santa Cruz Waves Facebook page which has about .5 million likes and incredible traffic numbers.



## RECREATION



### **Community Gardens**

Exciting news! Due to the increased rainfall this year we can now rent out the garden plots at Riverside Gardens Park. Neighbors will have priority and will be sent notices this week informing them to call our department if they are interested in obtaining a plot. The park has 11 plots (including an ADA accessible planter) so depending upon the response we may have to choose by lottery.

### **Children's Theatre at Loudon Nelson Community Center**

Parks and Recreation's Children's Theater presents The Sound of Music at the Loudon Nelson Community Center. Show times are Friday, April 1<sup>st</sup> at 7:00 pm and Saturday, April 2<sup>nd</sup> at 2:00 pm. Participants ages 7-13 have been rehearsing since the first week of February. Come see the hard work of these burgeoning, young actors. Tickets are available at the door.



### **City of Santa Cruz Employee Art Show**

The City of Santa Cruz Employee Art Show will be on display for the month of April in the Loudon Nelson Art Gallery. A reception will be held on Friday, April 1<sup>st</sup> 5:30 – 8:00 pm as part of the First Friday Art Tour. Join us for light refreshments and inspiring art work by hard working City staff.

## PARKS

### **Fredrick Street Dog Park OPEN**

The dog park has re-opened for the spring/summer season at



Fredrick St Park.

### **Arroyo Seco Canyon**

Arroyo Seco trail renovations have been completed. In collaboration with the ACE (American Conservation Experience), improvements were made to the trail that runs north to south between University Terrace Park and Grandview Street on the west side of Santa Cruz.



### ***City Hall Garden Renovations Under Way***

Phase 1 of 5 in the new planting project at City Hall has begun. In the first phase, crews installed sheet mulching and Ruby Slippers Oakleaf Hydrangea in the area along Church St. Next, they will be completing the drip irrigation installation. The third phase will be tackling the front lawn areas, where decomposed pathways will be installed followed by converting the irrigation system to drip. The plant pallet for the front lawn area is still being finalized.



### **Ruby Slippers Oakleaf Hydrangea**



### ***De Laveaga Golf***

Loud and Proud...Best in the COUNTY!

### ***Tree Tour with City Arborist***

Leslie Keedy, City Arborist, led a senior walking group through the downtown area, highlighting portions of the Department's standard Tree Walking Tour. 30 people were in attendance and enjoyed to tour.



## **ADMINISTRATION**

### ***Northern California RecTrac User Convocation***

Six Department representatives attended a March 26, 2016 User Group meeting of Vermont Systems Inc. (VSI) products, hosted by the City of Sunnyvale. VSI corporate representatives were there to introduce their new RecTrac 3.1 product to current VSI users of older version products. We were able to educate peers on the benefits and costs associated with purchasing the upgrade, due to our intensive installation experience. But we also learned about abilities and functions of the 3.1 software upgrade with which we were unfamiliar.

### **Citizens Police Academy Graduation**

SCPD celebrated the graduation of two concurrent Citizens Police Academy classes! One CPA course was presented in Spanish and the other in English. SCPD has been proud to offer CPA to our community since 2000. The CPA provides an up close and personal look at police work and SCPD. Participants are encouraged to ask questions, discuss issues, and perform some of the task that SCPD Officers do as part of their regular duties.



This is our 16th year presenting CPA! Thank you to everyone who has participated in this and previous Citizens Police Academies CPA members spend 11 weeks learning all about SCPD through a dynamic mix of presentations and hands-on activities including driving a police car, the popular K-9 demo, and police investigations.

We had a wonderful level of participation from a number of City staff in the Spring CPA 2016.



More info on this great class on SCPD Blog <http://goo.gl/JcO7dZ> The next session of CPA starts in September 2016.

### **Success with SCPD Online Reporting System**

The SCPD Online Reporting Tool offers a way for you to make quick reports that do not necessarily require a police officer to witness or take the information from you. This system is being provided for your convenience.

Our Online Crime Reporting System allows you to report the following crimes:  
Theft - Lost Property - Vandalism - Identity Theft - Hit & Run - Vehicle Burglary - Vehicle Tampering - Harassing Phone Calls

SCPD had a recent success story that demonstrated the benefits of using the Online Reporting System. The online report helped to solve a case quickly.



This visitor to Santa Cruz lost his wallet and eventually got it back. He used the SCPD Online Reporting System to make a quick report on 3/22/16. Perfect timing....because on 3/23/16 an alert SCPD Officer arrested an individual for an outstanding bench warrant on another matter. In his possession was our visitor's wallet and credit cards. The online report included essential details so that the arresting officer could quickly connect the wallet back to the owner. In the short time the wallet was missing, a new cell phone was fraudulently purchased on one of the credit cards. The suspect individual went to jail with the added charge of theft.

The SCPD Online Reporting System is a tool to assist SCPD with solving crimes. Reports that include descriptions with serial numbers in particular for bikes and other valuable property are important. With the brand, model, and serial numbers, the SCPD Team is able to list missing property as stolen in our stolen property systems. That information is then accessible by SCPD Officers in the field. It can speed up the process to return property and develop probable cause to make an arrest. Click direct to [SCPD Online Reporting System](#).

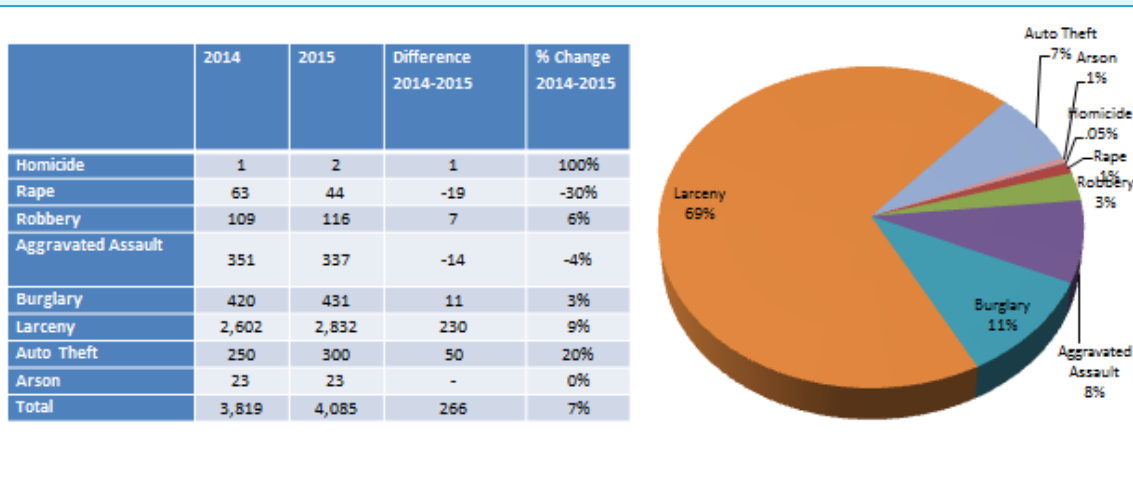
More info on SCPD Online Reporting System on SCPD Blog <http://goo.gl/9A8vB8>

### **Public Safety Sub Committee**

This week, the Santa Cruz Police Executive Team presented 2015 year end crime stats to the Public Safety Sub Committee. SCPD made an informative presentation to the committee, highlighting the state of public safety in Santa Cruz. The presentation provided an overview of crime statistics, workload volumes, challenges and the efforts we have made to improve public safety in the city. The crime stat numbers follow the trends seen throughout California. The most notable trend is a rise in property crime.



## 2015 Part 1 Crime Stats & Pie Chart



### Notables:

- 69% of Part 1 crimes accounted for in the City of Santa Cruz are Larceny crimes
- Property crime increased in 2015.
- Larceny, which includes thefts such as bike, vehicle burglary, petty theft, increased by 9%.
- Auto thefts increased by 20% at 300 thefts.
- Reported bike thefts have increased by 19% over 2014

Prevention & intervention efforts are keys to address rising crime rates. The Santa Cruz Police Department continues to work together with various City and County programs to create and sustain conditions that promote long-term safety and solutions.

### Welcome to Our 3 Newest Officers

Thursday was a proud day, as the Police Department saw three trainees graduate from the police academy. Welcome Officers Jared Johnson, Elliott Rock and Frederick Yoon. During the academy, our trainees completed 880 hours of intense training over a 22 week period. They completed testing on 43 different learning domains as well as physical and scenario-based training.



The new officers will complete a two week in-house orientation and then be assigned to our Field Training program where they will be paired with a Field Training Officer over an 18 week program. Once they complete the Field Training Program, the new officers will be assigned to a patrol team to work as a solo beat officer.



## WATER

All the action with water this week seems to be happening up at **Loch Lomond**. The Loch Lomond Recreation Area opened March 1 and thus far, they've had over twice the visitation this March compared to March 2013, the last time the park was open. Easter weekend was one of the busiest in many years, with a Loch Walk (and talk) on Saturday, and many picnics on Easter. I must compliment the park staff for stepping up; they are very understaffed right now and everyone is taking on extra shifts and duties. We have a great team up there!

Also at Loch Lomond this week was a rural roads training, which we partnered with the Resources Conservation District to provide. The training was well attended and a win-win for us, as it provided the training to help folks with issues like erosion, which can really impact the watershed.

Lastly at Loch Lomond this week, we wrapped up our watershed education field trips with Santa Cruz City Schools. After students are prepared through watershed education in their classrooms, they're taken first to Henry Cowell to participate in water quality testing, and then on to Loch Lomond for a ranger-led program. These fieldtrips are always popular with students, teachers and parents.



(Students enjoying their picnic lunches after the ranger program)

This coming Monday we'll be providing the Water Commission with our **final supply outlook for 2016**. I'm happy to report that things are FINALLY looking good for the Santa Cruz water supply. With the reservoir full, we are feeling optimistic about this summer. We will bring our final recommendations to Council for approval.

We had a good kick-off meeting this week for our **advanced treated recycled water study**. Public Works, Soquel Creek Water District and Scotts Valley Water District joined us for a helpful discussion. You will be hearing more about the study as it progresses.