

City Manager's Weekly Update

May 6, 2016

CITY MANAGER

Cowell's Working Group Update

Save The Waves has updated their website with a new #cleancowells campaign page (<http://www.savethewaves.org/campaigns/cleancowells-2/>) that clearly communicates the issue as well as the goals and accomplishments of the Cowell's Working Group (CWG). The website now includes direct links to reports, presentations, and data to increase public understanding of the issue.

As of April 21st the candidates for the Technical Advisory Committee have been selected and contacted. We hope to have members confirmed and the group formed by the middle of May. The TAC will be tasked with reviewing our current monitoring protocols and advising strategies for future testing.

The wharf crew reports steady progress on barrier installation with 60ft. of bird exclusion stainless steel wire mesh installed as of April 21st.



Heal the Bay's Annual Report Card will be made public on or around Memorial Day and unfortunately we expect to once again be at the top of the "Beach Bummer" list. It is important to remind ourselves that this data is coming from the summer of 2015, and we expect cleaner samples this summer. We plan to contact media outlets with a press release detailing the work of the CWG (formation of the TAC and bird barriers in place) concurrent to the report coming out. We also are planning another public meeting to address concerns and answer questions shortly after the 2015 report is released.

INFORMATION TECHNOLOGY

IT Intranet. We've updated the internal City website with current IT help desk, how-to guides, forms, telecommunications, technology purchasing, achievements and strategy information.

Parking Staff Scheduling. A new, web-based scheduling application will hopefully make communication, scheduling and changes easier for our parking staff.

SCADA. The team delivered on a variety of SCADA related work at both plants. This includes circuits, rewiring, and application troubleshooting and wireless networks.

Geographic Information Systems (GIS). Our GIS lead has been busy delivering data for Fire's Emergency Reporting application, farmlands, City Hall to You and census data.

Eden Upgrade. IT and Finance have successfully upgraded Eden, our enterprise resource planning system.

Timecard Upgrade. After a successful conversion and go live in Kronos' cloud for our timecards in late March, IT and Finance then tested a major version level upgrade that went live the week of May 2nd.

Citizen Relationship Management System. IT has explored existing applications that we can leverage to develop a 311 system including meeting with the County to evaluate their application.

Our existing GIS/ESRI application appears to be the best option for the following reasons:

- It is very low cost as we can use service credits that we have accumulated with ESRI.
- ESRI is a long-term vendor for us and has shown stability, functionality and growth.
- ESRI is known to be an open platform that integrates well with other applications.
- ESRI has all of our city maps and geo data that will be important in locating requests accurately.

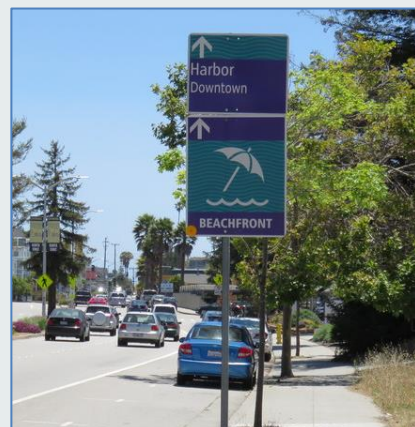
CRM has been placed among our top requests for CIP funds for FY16-17. We have successfully put a prototype up of the ESRI application and will look into it further if it approved as part of FY16-17 Budget. It is slated to go "early" in the fiscal year, but we do have some critical work to complete for cashiering, FleetMind (refuse routing) and timecards.

ECONOMIC DEVELOPMENT

Wayfinding Project

Phase two of the Wayfinding project is underway. An updated RFP for design will be posted June 1st, with a consultant to be awarded in August. A detailed work plan for fabrication and installation will be put into place this fall, with updated signage to begin going up before the end of the year.

The District Banner program, a sub-project of Wayfinding, is moving forward with a redesign of the banners for Ocean Street, and outreach to Commercial



districts on the West Side and along Soquel Avenue. The goal is to have district specific banners installed by the end of summer.

Finally, the wayfinding team is working with Caltrans to update highway signage as specified in the way finding report.

POLICE

SCPD Motor Working Hard to Keep Our Roads Safe

SCPD Traffic Section patrolled in a multi-agency operation last week to target unsafe drivers and cyclists. In one shift alone, SCPD issued 125 citations were issued for a variety of infractions. The top 3 cites were; cars speeding, cyclists running through stop sign & red lights, and drivers running stop signs.

The entire operation was conducted in an area heavily populated by pedestrians. This enforcement effort also had a side benefit through an awareness and education for those commuting through neighborhood and school pathways.



SCPD Motors in the Community & Featured on National High-Five Day

This everyday snapshot of SCPD in the community was featured in the National High-Five Day campaign.

This little guy gave our SCPD Traffic Sergeant the best Hi-Five of the day!



Making a Difference: SCPD Officer + Aztecas Soccer Team

KSBW featured a story about at-risk youth involved in the Aztecas soccer organization. That's our Officer Saul Rodriguez in the inspiring story about the Aztecas youth soccer team. Officer Rodriguez is an accomplished K-9 handler with SCPD. And he is also a soccer coach and mentor for teens in Watsonville. We are very proud of Officer Rodriguez for all of his work with youth in our community.



Harnessing the Power of Social Media

The police department continues to maximize our use of various social media platforms to inform the community, solve cases and reunite victims of theft with their property.

Our patrol officers stopped and arrested a suspected car burglar near Cardiff and High Streets. We recovered a substantial amount of stolen property from the suspect's backpack, including a camera that we could not connect with any of the known victims. We recovered photographs from the camera that we hoped would help identify the camera owner. We posted this photo on our Facebook page and within 30 minutes the case was solved.



The camera was returned to an extremely happy owner and another charge of stolen property added to the suspect. Chewbacca was an early "person of interest", but has since been ruled out as a suspect.

Congratulations to Staff

Congratulations to Sergeant Jose Garcia who graduated from the Commission on Peace Officers Standards and Training (POST), Supervisory Leadership Institute (SLI). The POST SLI course is an intense 8 month long Master's level course focused on contemporary leadership learning and issues facing law enforcement today. Sergeant Garcia excelled in 8 months of study and graduated earlier this week.



PUBLIC WORKS

Streets/Traffic

Staff installed 90 cubic yards of concrete on Main Street.



Staff replaced 60-feet of fencing on West Cliff at Woodrow and painted and repaired bridge barrier railing.



Resource Recovery Collection and Sweeping

Hand sweepers and street sweepers are diligently working to clear and clean the bike lanes to ensure a safe travel space for our city residents.



Waste Reduction

The final school tour of the Resource Recovery Facility occurred this week with a group of environmental studies High School students. This concludes our school tours for the 2015-16 school years. We provided 22 school tours for public and private elementary school, high schools and UCSC serving over 650 students, teachers and parent chaperones.

Waste reduction staff participated in the 14th annual “Fiesta de las Artes” event at Bay View Elementary School with a recycled paper making project for students and their families.

Parking Services

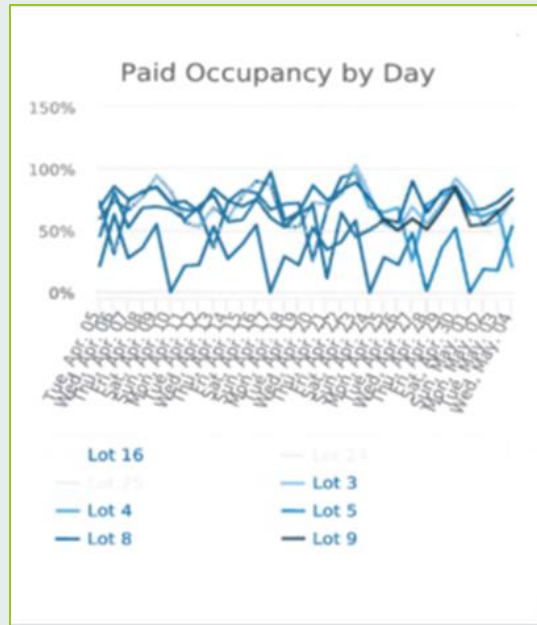
Parking Services supervisors demonstrated our new personnel scheduling software, “When I Work,” to the Parks and Rec staff.

Occupancies at the Locust Garage ranged between 85% and 88% between noon and 4pm this last week with weekend occupancies between 48% and 58%. Permit holders account for 50% of parked vehicles weekdays between noon and 4pm and 15% of parked vehicles on weekends. We have 227 persons on the waitlist wanting 353 permits. The waitlist is 10 months long. Occupancies at the Soquel/Front Garage ranged between 95% and 100% between noon and 4pm this last week with weekend occupancies between 95% and 100%. Thursday, Friday and Saturday night between 6pm and 8pm the garage was at capacity. Permit holders account for 40% of parked vehicles weekdays between noon and 4pm and 10% of parked vehicles on weekends. We have 197 persons on the waitlist wanting 384 permits. The waitlist is 15 months long.

Occupancies at the River Front Garage ranged between 90% and 100% between noon and 4pm this last week with weekend occupancies between 40% and 95%. Saturday April 30th there was an event at the Boardwalk and Seaside Co. employees parked at the Garage creating the 95% occupancy on that date. Permit holders account for 50% to 65% of parked vehicles weekdays between noon and 4pm and 15% of parked vehicles on weekends. We have 146 persons on the waitlist wanting 504 permits. The waitlist is 7 months long.

Average Paid Occupancies in Pay-by-Space Lots for the week of April 27 – May 3, 2016

Lot 3 68%
Lot 4 64%
Lot 5 29% also a monthly permit lot
Lot 8 75%
Lot 9 63%
Lot 16 46%



Community Relations

Waste Reduction and Community Relations staff spent a full day on location at KP Arena shooting our anti-contamination PSA with SC Warriors mascot Mav'riks and local youth actor.

We were very pleased with the professionalism of local Gadgetbox Studios Production Company. The video will illustrate the importance of putting the correct items in the correct bin.



RECREATION DIVISION

Mad Hatter Tea Party a Success

Santa Cruzans sported their garden party best at the annual Mad Hatter Tea Party last weekend at the Louden Nelson Community Center. Thank you to the Hat Company for donating prizes for all the winners.



Civic TV Monitors Installed

Civic staff installed a new 68" TV monitor above the concessions area this week to display menu items, upcoming events, City news etc.! Staff is also prepping for the last regular season Symphony concert coming up this Saturday.



PARKS DIVISION

Our new Chief Ranger Victor Albers!

Victor's background is in technology and public safety. He holds a B.S. degree in Criminal Justice with a Management major and an A.S. degree in Administration of Justice, and attended both Police and Fire Academies. In his technology tenure he has worked for both IBM and Cisco. He has also worked for both the Santa Cruz County Sheriff's Office and Monterey County Sheriff's Office in their technology units. Victor has experience with digital forensics. Victor was a patrol deputy for the Lassen County Sheriff's Office in Susanville, CA. He has experience running and supervising inmate work crews. Currently Victor is a Reserve Deputy Sheriff for the Monterey County Sheriff's Office. Having also gone to the fire academy, Victor is a volunteer Fire Fighter and Engineer for his home town of Felton. He possesses EMT (Emergency Medical Technician) certification.

Along with his wife and family, Victor enjoys hiking as a favorite pastime. He also enjoys biking and a variety of forms of exercise. Born and raised in Indiana, he is a bona-fide Hoosier. He is married, lives in Felton, and has two grown children. Victor is very happy to be here and appreciates this opportunity.



Main Beach Trash Management Strategy

In an effort to better manage trash on Main Beach, the City of Santa Cruz and Santa Cruz Seaside Company have been meeting frequently over the last few months to examine current practices and find opportunities for improvement. The information below reflects the resources and work that will be in place for the 2016 season.

Seaside Company

- Daily morning trash run and beach cleaner
- Daily morning pickers
- Daily Afternoon grounds crew
- Daily Afternoon and evening trash pickers

This year SCSC plans to group cans in clusters instead of two rows of cans. Cans will be placed above the high tide line. This was tested during Spring Break and seemed to be successful.

All trash cans on the beach and at the bottom of the stairs will have lids.

City

Beach Maintenance Schedule

- 1 Parks Maintenance Worker – 5:00 AM – 1:30 PM - Sat. - Wed.
- 1 Parks Senior Maintenance Worker - 9:00 AM – 6:30 PM - Thu. – Mon.
- 1 Maintenance Aid Worker – 6:00am – 12:00pm - Sat. – Wed.
- 1 Maintenance Aid Worker – 6:00am – 12:00pm – Thu. – Mon.

Beach Maintenance Duties

- Sanitizing, stocking and light maintenance on restrooms
- Clearing and cleaning and maintaining walkways, showers, fences, landscape areas and volleyball courts

- Emptying, cleaning and maintaining beach, seawall area and promenade trash and recycle receptacles
- Removing trash, kelp and woody debris with heavy equipment and by hand as needed.
- Grooming and contouring dry sand areas on Cowell and Main Beach up to the Westbrook Ramp with heavy equipment.
- Raking and sand sifting

Additional Resources for summer 2016

- 1 Maintenance Aid Worker - 11:00 AM – 5:00 PM – Mon. – Fri.
- 1 Maintenance Aid Worker – 9:00 AM – 3:00 PM – Sat., Sun. and Holidays
- 1 Maintenance Aid Worker – 1:00 PM – 7:00 PM – Sat., Sun. and Holidays

Additional Duties Will Include:

- Continuous hand picking along the beaches.
- Monitoring and emptying of beach trash and recycle receptacles in cooperation with other Parks Maintenance staff on duty.

Park Rangers

- 1 Temp Park Ranger 8 hours per weekday
- 2 Temp Park Rangers 16 hour per day weekends/holidays

Park Rangers Duties

- Monitor beach patrons to enforce smoking, drinking and littering.