

## City Manager's Weekly Update

### December 9, 2016

#### INFORMATION TECHNOLOGY

We applied for CRT/Cathode Ray Tube lawsuit settlement funds and were recently notified that we have been awarded \$100,000!

- The equipment has to be related to something that replaced an old CRT.
- Both of our submissions won settlement funds.
- We submitted two separate applications (Chambers and Civic) for different grants, but were awarded a combined amount from one of the grants.

The projects that we submitted and which will move forward are:

- Monitors for the City Council Chambers.
- New cameras and monitors for the Civic.
- Modernized community access and input at both locations (touch screen based).

This was a team effort including staff from Information Technology, Economic Development, City Clerk, Parks and Recreation, and Police.

#### PARKS AND RECREATION

##### **Bethany Curve Restoration**

Last Friday the Earth Stewards Program offered by the Santa Cruz Museum of Natural History, a service learning program, assisted the city parks division with a riparian restoration project at West Cliff & Woodrow. Ponderosa High School Volunteers and the adjoining property owner helped out by planting the upper creek bank areas at Bethany Curve.



## **Civic**

December 8<sup>th</sup>-10<sup>th</sup>: Dad's Club Basketball Tournament

The 62nd Annual Dad's Club Tournament returns to the Santa Cruz Civic Auditorium. This historic basketball tournament continues the tradition this year beginning with games at 3:30 pm on Thursday thru Saturday.



## **POLICE**

### **SCPD's largest Spanish Citizen's Police Academy**

This week SCPD celebrated the graduation of 20 community members in the Spanish language Citizens Police Academy class. Graduation night was standing room only. Every participant proudly brought with them family, friends and delicious food to celebrate the occasion.

This fantastic group of participants spent 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.

Univision also produced an excellent segment on SCPD's Spanish CPA.

<http://noticias.entravision.com/monterey-salinas/2016/12/01/video-academia-comunitaria-de-policia-en-santa-cruz-educa-a-los-hispanos/>

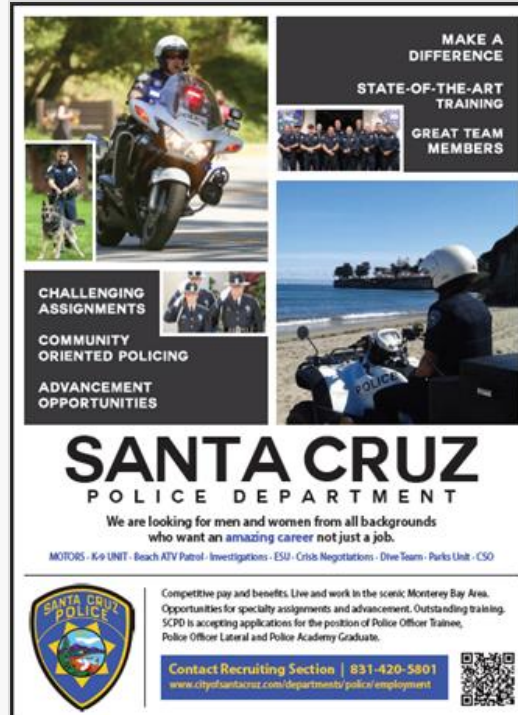


### **Activate SCPD Recruitment**

This week Lt. Escalante and HR made a special presentation to Cabrillo College students. The goal was to promote employment opportunities at SCPD. The feedback was positive.

Sgt. Morey is also making the rounds contacting police academy graduates and career centers throughout to speak with qualified individuals interested in law enforcement.

The recruitment strategy includes this promotional design that highlights the career opportunities at SCPD.



### **Another Successful City Hall to You for SCPD**

We welcomed the conversation at this event. Face to face communication is always optimal for meaningful discussion. People pointed out their specific concerns on the interactive neighborhood maps while speaking directly with SCPD personnel is effective and personable. Most common questions asked were about illegal camping and bicyclist road safety. Both the Chief Vogel and Deputy Chief Martinez received many compliments of praise for the work officers do in the community.



### **SCPD and the Future on Community Policing**

The Santa Cruz Police Department has released the final in a series of articles regarding Santa Cruz Police Department's longstanding commitment to Community-Oriented Policing. The focus is on SCPD and the Future on Community Policing includes:

***SCPD Officers Equipped with Body Cameras***

***SCPD Officers will carry Naloxone, an opioid reversal drug.***

***SCPD Expansion of Mental Health Liaison Program***



Click the articles titles below to read the series.

- 1st [Highlights Community-Oriented Policing Tradition](#)
- 2nd [Community-Oriented Policing Provides Transparency, Accountability](#)
- 3rd [Community-Based Partnerships Reduce Crime](#)
- 4th [SCPD Youth Programs Help Community Policing Efforts Reach Kids](#)
- 5th [SCPD Use of Technology Supports Community Policing Policies](#)
- 6th [Santa Cruz Police and the Future of Community Policing](#)

## ECONOMIC DEVELOPMENT

### **Startup Up Weekend Santa Cruz: Sustainability & Social Impact**

65 developers, designers, and change makers from Santa Cruz, the Bay Area, Australia, and more gathered the weekend of November 18-20 for the first ever Startup Weekend Santa Cruz. There were 41 ideas pitched and 11 teams formed, and the top teams were:

- **1st Place:** Conifr (A mobile app and competitive game for people to track and reduce their carbon footprints.)
- **2nd Place:** Aha! (Matches high quality mentors with people who want to learn practical skills.)
- **3rd Place:** BeeVolve (A nonprofit organization funding better beekeeper technology to save the bees.)

Economic Development was proud to sponsor such a great event that highlighted the creativity and innovation in our community.

A more detailed summary of the event can be found on Santa Cruz Tech Beat:

<http://www.santacruztechbeat.com/2016/11/21/ucsc-grads-launch-first-startup-weekend-santa-cruz/>



### **SCRAP recycled art on display at the R. Blitzer gallery through December**

“Synergy” is a word used a lot in Santa Cruz – and it is truly fitting for the City’s latest art program. “It was a win-win-win!” reports City Arts Manager, Beth Tobey. The program gave seven artists prized access to the City’s Resource Recovery Facility to glean materials such as recycled wood, metal, and other odds and ends to create works of art. Artists also received memberships to Idea Fab Labs – a local maker’s space with a huge array of tools and equipment, culminating in a final show presented in the distinguished R. Blitzer Gallery. Work ranged from a large-scale conceptual installation by Tra Bouscaren - featuring recycled Styrofoam, neon, resin and projected video of footage taken at the dump - to the rustic wood and metal creations of Janet Silverglate. Lelsie Morgan's work is all about water – with her soft white plaster backgrounds juxtaposed to humorous and sarcastic titles. Lauren Ringleman created works with topographic maps of Santa Cruz County cut into the background and Tauna Coulson was attracted to delicate and decorative metals affixed to wood - laser cut with scrolling designs. Video artist Dustin Raphael took recycling data provided by the program and translated into biomorphic designs that danced across three computer monitors.

“The artwork exceeded our expectations – really fantastic. And the opening reception was packed – with many pieces of art selling quickly” notes Robert Blitzer, gallery owner. “It was a phenomenal turn out!”

It felt great to support such amazing artists as well as two incredible local businesses. It’s very hard to sustain a gallery space and Idea Fab Labs is currently one of the City’s best kept secrets – unfortunately. We hoped to bring new customers into both spaces – and initial reports are that both saw a boost from the program and opening event.

The SCRAP program not only raised awareness about sustainability and supported seven local artists but it supported two of the City’s premier creative businesses. The [R. Blitzer Gallery](#) and [Idea Fab Labs](#) are both housed within the creative hub known as “the Wrigley building.” Formerly the Wrigley gum factory, local visionary William Ow, has turned this huge commercial space into what has become an incubator for start-ups, art studios, creative and niche business, yoga and dance studios – and the R. Blitzer Gallery and Idea Fab Labs. “Our arts programs are housed within the Economic Development department, and this collaboration between artists, the City, and local businesses made perfect sense” says Beth Tobey.

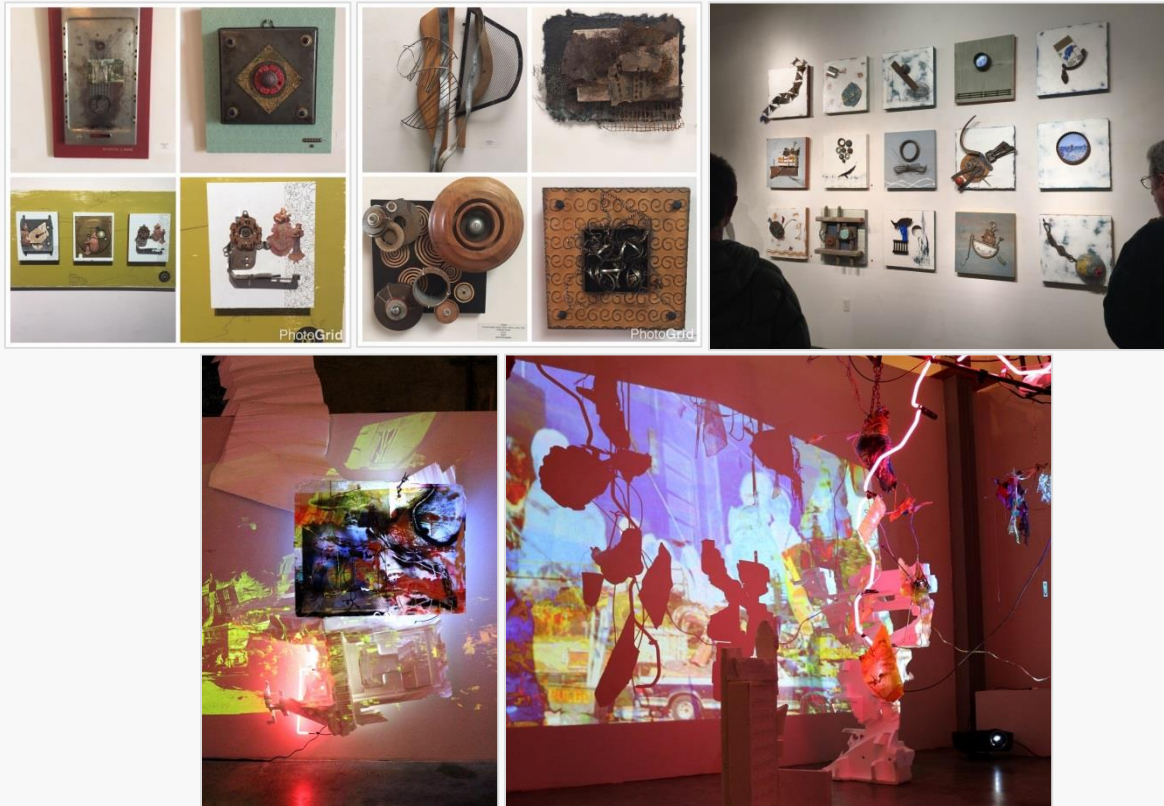
The SCRAP program also spurred another creative business connection. Charles Sutton, founder of “Art You Can Play” guitars – wants to use the artwork of [Danielle Peters](#) on a new guitar series – after seeing it at the SCRAP show. Danielle is a paper artist and for SCRAP she gleaned paper and paint from the dump and used and laser cut and stacked paper into abstract colorful designs—it reminds us of a neon Rorschach’s ink blot.

Plans for next year’s SCRAP program are in the works. Those interested in applying can sign up for the City Art’s artist opportunities e-news list [here](#) or contact City Arts Manager Beth Tobey at 831-420-5154.



Make sure you visit the R. Blitzer gallery during the month of December to see the show! The gallery is open Tuesday to Saturday from noon to 5:00pm at 2801 Mission St. Extension Santa Cruz, CA 95060. Check the website for further details at [www.RBlitzerGallery.com](http://www.RBlitzerGallery.com)  
Art makes great holiday gifts!

Below are just a few photos of the work. To see more, visit the [City Arts Facebook page](#).



## PUBLIC WORKS

### **Traffic Engineering**

The City of Santa Cruz was awarded a Cycle 8 Highway Safety Improvement Program (HSIP) grant to improve safety at 21 unsignalized intersections throughout the City. HSIP focuses on infrastructure projects with nationally recognized crash reduction factors (CRFs). Local HSIP projects must be identified on the basis of crash experience, crash potential, crash rate, or other data-supported means. The award is for \$968,200 and is 100% grant funded.

The project includes crossing enhancements at unsignalized locations to improve pedestrian safety, including pedestrian signs and markings, new curb ramps, streetlights, bulbouts, and Rectangular Rapid Flashing Beacons (RRFB). Locations are shown on the map below:



The Branciforte Creek Bridge and Multi-Use Trail Project was recently awarded to Graniterock Construction in the amount of \$1.8 million. Due to permit restrictions and the winter season the construction is not scheduled to start until April and is anticipated to be completed in October. This project is 80% funded by the awarded Active Transportation Program Cycle 2 grant with a 20% local match. It is the final trail link along the San Lorenzo River levee.

### **Wastewater /Stormwater Collection**

Crews cleaned the Storm Station I wet well at Laurel and Front Street. This is in preparation of the anticipated rain that will be heading to the area starting Thursday. This work also involved prepping the beach for Neary Lagoon opening – the breach occurred naturally on Dec. 8.



### **Wastewater Operations and Maintenance**

Wastewater facility operations performed the annual outfall dye test— a required maintenance activity that helps determine the integrity of the outfall pipe. Tracing dye is added into the effluent from the facility while an airplane flyover records the dye plume. A dive inspection of the out fall using a remote operated camera is pending.



### **Engineering**

We invite the community to tour our new storm water project at the Cedar/Cathcart parking lot that highlights low impact development strategies from 1 to 2:15 p.m. on Thursday, Dec. 15. Project managers, engineers, landscape architects and contractors will answer all questions. This tour is part of a County all-day Calming the Storm Low Impact Development Project Tour. If you are interested in the larger tour, more info is available [here](#).





## Waste Reduction

First Friday Art enthusiasts enjoyed complimentary wine and snacks at the R. Blitzer Gallery on Friday, Dec. 2. About 100 people turned up for the unveiling of the artwork created by artists selected to participate in the City's pilot program known as SCRAP (Santa Cruz Recycled Art Program). Mayor Cynthia Matthews addressed those gathered to recognize and thank City staff for their involvement and support of the program. The artists were on hand to discuss their work and answer questions for potential buyers.



Our Waste Reduction Assistant has been busy conducting audits of residential recycling carts in various neighborhoods throughout the City. Contaminated carts are tagged and an informational flyer is left for the resident. Educating residents about the importance of proper sorting is a high priority for the City's Resource Recovery department.



### **Community Outreach**

Our Ocean Street/Upper Eastside City Hall to YOU event was attended by many residents and business owners on Dec. 7. Booths with new plans for pedestrian crossing improvements at 21 locations citywide and Planning tables featuring projects both under construction and under review were especially popular. The town hall presentations gave an update on the steps being taken to improve public safety on the San Lorenzo River levee. About 30 attendees participated in the Community Emergency Response Team demo using fire extinguishers. [KION produced a story](#) on the event.

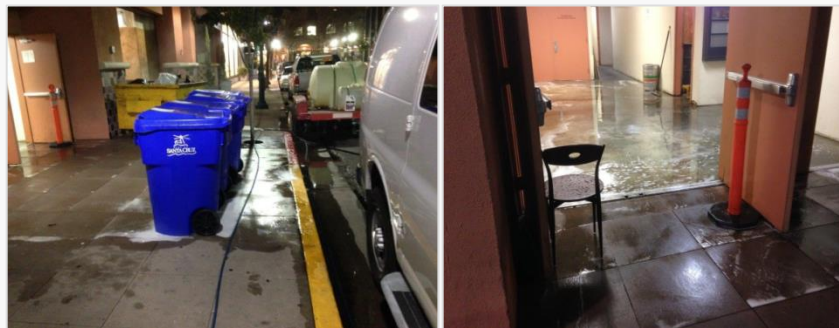


### **Laboratory & Environmental Compliance**

A small group of UCSC Environmental Studies students, faculty and a contractor visited the City's Environmental Laboratory this week. The group was participating in the State DROPS grant funded program that is being led by our Senior Environmental Projects Analyst. The project aims to manage storm water pollution problems from Bayview Elementary campus into Neary Lagoon. Participants will monitor the effect of the effort through analytical services provided by the Laboratory for a fee, and with sampling protocols designed by staff. Pictures below show the students at the laboratory this week, and being led in the first sampling exercise during the latest storm event.



Environmental Compliance responded to the documented complaint of violations of the City's storm water ordinance at the Cinema 9 building this week with an enforcement action that includes a NOV (Notice of Violation); literature on BMP (Best Management Practices); and a pending fine. Pictures below show the uncontained power washing with soap suds allowed to reach the City's gutters.



### **Engineering**

We've officially been awarded \$3,169,000 from the Active Transportation Program for design, environmental review, and permitting of Segments 8 and 9 of the Rail Trail. This project also includes \$1.5 million from the Land Trust for a local match, bringing the total project value to \$4.6 million. We'll work with our partners at County Public Works on the engineering side and with our partners at Ecology Action and the County Health Services Agency on the non-infrastructure education and encouragement programs.

Engineering staff is reviewing the draft Branciforte Creek Flood Control Channel Fish Passage Study and Improvement Plan prepared by Environmental Science Associates (ESA). This project is required in the CA Department of Fish and Wildlife Streambed Alteration Agreement for the City of Santa Cruz Routine Maintenance Activities Project. The assessment evaluates fish passage conditions for juvenile and adult steelhead and coho salmon through the 5,075 foot concrete lined channel.

The Building Permit and the Zoning Permit have been approved for the City Hall Generator Replacement Project. Engineering staff and consultants are reviewing submittals prepared by the contractor, Fort Bragg Electric. A construction schedule will be made after submittals are approved.

Construction is finished on the WWTF SDB Foul Air Duct Replacement Project. Engineering Staff has inspected the project and found it to be in compliance with plans and specifications. The Notice of Completion goes to City Council next week. Engineering has reviewed and approved the first project invoice.

The WWTF Digester #5 Cleaning is complete. Engineering Staff has inspected the project and found it to be in compliance with plans and specifications. The Notice of Completion goes to City Council next week. Engineering has reviewed and approved the first project invoice.

**Resource Recovery Facility and Processing**

Cell 3 construction has wrapped up this week. Landfill staff completed the final walk through with the Water Board representative, contractor and the construction management team. We are expecting six to eight weeks for the final CQA reports and another four weeks for approval from the Water Board. Tentative approval for our discharge permit (putting waste into the new cell) is early March.

Recycling Processing is currently recruiting for a Resource Recovery Worker position. We have several temporary workers that should be applying and are hoping to have a new employee starting next year.