

# City Manager's Weekly Update

February 17, 2017

## PARKS AND RECREATION

### Beach Litter Signage

In an effort to reduce beach and Monterey Bay litter, City Council provided additional funding in Fiscal Year 2017 to establish anti-litter signage at the beaches and entry corridors. Metal signs and street banners were fabricated to help inform the public of the negative impact litter can have on the environment. All lifeguard towers throughout Main and Cowell Beaches will have the signs installed. The banners will be installed on Beach Street in the summer by Parks and Recreation. Additional banners will be provided by Public Works and will be installed along Ocean Street.



### Harvey West Pump Track Volunteer Day

Volunteers from Santa Cruz Bikes and City Staff were out at the HW Pump track on Wednesday reshaping mounds, clearing debris and removing sediment from the catchment pond.



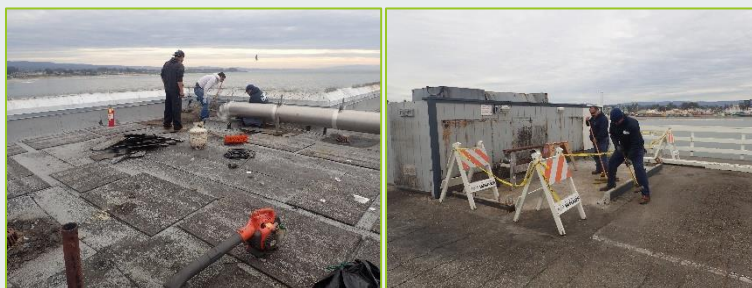
## **Storm Impacts**

Staff addressed landslides at Ocean View Park and Branciforte Dog Park. Sand bags and plastic have been placed over landslide at the Ocean View Park trail to protect that area. In addition, two failing Alder trees, which were leaning toward homes on the 400 block of Market Street were removed for safety reasons.



## **Wharf**

The Wharf substrate has felt the impact of the winter storms. Staff are working to repair damaged or loosened ledgers and bracing. In addition, the yellow grease collection enclosures are being dismantled to provide more parking places on the Wharf (Wharf restaurants will now keep all waste fry oil or “yellow grease” inside their kitchens). In a joint effort with the Public Works, Street Maintenance Crew, the Wharf Construction Crew worked to grind and hot-patch a number of the most deteriorated paving locations on the Trestle section of the Wharf.



## **Park Rangers**

Recently hired Rangers have completed their PC832 course with allowing them to provide a wider range of enforcement activities.

### **Arana Gulch**

The 3<sup>rd</sup> season of grazing has begun with 10 cows at Arana Gulch. The cattle season begins when there is enough grass to sustain the cattle onsite for the duration of the grazing season. The cattle help control the non-native grasses which grow too tall and dense and out-compete the native wildflowers, such as the endangered Santa Cruz tar plant. Cattle grazing helps create site conditions that are more favorable to native grasses and wildflowers. The number of cattle will fluctuate depending on the rate of grass growth and will likely increase in March and April. By June, the grass dries out and stops growing and the cattle are removed from the site around the same time the Santa Cruz tar plants begin to bolt. Grazing at Arana Gulch is part of a long-term restoration effort to restore the natural habitat within Arana Gulch.



### **Surf Museum**

The Surf Museum front entrance/deck got a much needed new surface including matching bricks. Work finished just before the rains came!



## **Teens**

Last Saturday the Teen Center staff took a group of teens to San Francisco for the city's Chinese New Year Celebration. They attended the Street Fair in Chinatown and saw the parade as well.



## **Louden Nelson Community Center**

The senior Ping Pong club received two ADA tables which allow an unobstructed range of motion beneath the table top to players who use wheel chairs.





### Starting a Retail Store? There's a Guide for that!

Let's say you want to open a new retail store. Where do you start? What permits do you need? How long is this going to take? Those might be some of the first questions that come to mind when you begin this entrepreneurial endeavor.

Well, we want to make this process as straight forward as possible, so we created a new resource to help you answer these questions in an easy to follow, step-by-step [Retail Store Guide](#).



We will continue to release new guides for specific types of businesses such as Freelancers, Home-based businesses, Restaurants, Breweries and more in the coming months.

To learn more about the guide visit: <http://choosesantacruz.com/journal/2017/starting-a-retail-store-theres-a-guide-for-that>

### Economic Development Releases the Next Video in the Choose Santa Cruz In-Depth Series



The Choose Santa Cruz In-Depth video series highlights the 9 major industries in our community including retail, artisanal, sports, organics, marine, creative, tech, and now tourism. Each video tells the story of a local business and why they chose to live and work in Santa Cruz.

For this video, we interviewed Tejal Sood with the Bayside Hotel group. She and her family are longtime

local hoteliers and owners of the Hampton Inn, Comfort Inn Beach Boardwalk, and the under-construction Hyatt Hotel on Broadway. In the video and accompanying article, Tejal spoke to the growth of the Santa Cruz tourist industry and the truly unique experience that Santa Cruz provides to locals and visitors alike.

“Usually people always think of Santa Cruz as a beach town and people come here as a surfing thing, but actually it has gone well beyond that. People are looking for unique experiences, and I think that is something that Santa Cruz does provide: a unique experience.” – Tejal Sood

In the first 24 hours of the video being released it was viewed over 1,000 times on Facebook, over 2,000 people saw the post in their Facebook feed, and the article was viewed on ChooseSantaCruz.com over 75 times.

### **Over 600 Attendees at Hack UCSC 2017**

Completely student run this year, this 3-day event brought over 600 students from colleges and



high schools throughout the region to team up to develop apps, software, and websites in the areas of innovation, tech cares, and labor tech. New this year, the event included additional sponsor prizes, and workshops and talks.

Events like these contribute greatly to the overall tech ecosystem in Santa Cruz, which is why Economic Development is a proud sponsor of this annual event. Learn more about the event here:

<http://www.hackucsc.com/>

### **City Arts Updates - February, 2017**

#### **Beach Flats Mural – almost done!**

Artist Irene Juarez O’Connell will be applying the graffiti coating soon - as weather permits and staff is working to create and install an interpretive kiosk that will take the viewer through a tour of the mural in six panels - in both English and Spanish.



The mural is titled “Aprendiendo del Pasado Para Vivir en el Presente, Siempre Hacia Mirando el Futuro / Learning from the Past, Living in the Present, Looking Towards the Future – and will inspire, educate and empower Beach Flat’s neighbors for many generations to come. A time-lapse video of the project will also be available soon!



#### **Guardian Sculpture on West Cliff set for repair**



At their February meeting, the City’s Arts Commission voted to conserve a steel and acrylic pyramidal sculpture titled *Guardian* by artist Alan Burrus, located at the western end of West Cliff Drive which was installed in 1986.

The primary reason the Commission considered *Guardian* for deaccessioning is her deteriorated condition – including pitting, a rusted hole, and cracks and fading to the acrylic.

One resident that attended the meeting argued that he didn't believe the sculpture was allowed under the coastal overly zone regulations—and said that he would appeal any decision to replicate the artwork or replace it with something new.

This concern, along with the fact that the original artist had submitted a draft proposal outlining the cost of repairs and donating his time—clinched the final decision.

The artist, who lives in Aptos, has been working out of the State but hopes to repair the work this summer.

### **Arts Commission will seek new mural at Scope Park with theme of 'inclusivity'**



With the original artist's blessing, the Santa Cruz Arts Commission voted at their February 8, 2017 meeting replace the City's *Moonlight Dance* mural at Scope Park near the clock tower and commission a new mural with the theme "Inclusivity" in homage to the original mural by Peter Bartczak, installed in 1993. Arts Commission members had a warm and humorous dialogue with Mr. Bartczak regarding how best to honor him and the mural

which has served as a poignant symbol of the accepting and diverse culture of Santa Cruz for over 20 years. The Commission will host a celebration sometime this spring to say farewell and welcome the new.

Arts Commissioners spoke of the need to keep the City's public art collection fresh and offer opportunities to new artists. The City's Mural Policy identifies the typical lifespan of a mural as 10 years.

Below is an excerpt from a statement Mr. Bartczak provided to the Commission:

*"My name is Peter Bartczak and I'm the guy who painted the Scope Park mural – Moonlight Dance. I agree with the decision to replace it. It's time to give another artist a chance to put their vision on that wall...Santa Cruz, this country, and each of us have moved on since the mural was created. We are not what we were back then and we need a new image to help push us forward into the future. I say to that new artist – have at it with passion, beauty, and humor. I look forward to seeing your dream on that wall."*

The full text of Mr. Bartczak's letter can be read on the City Arts website here:

<http://www.santacruzcityarts.com/blog>

### **Planning underway – the Arts Commission sponsors annual Ebb & Flow event**



At their January meeting the Arts Commission agreed to contribute \$40,000 to the second annual Ebb & Flow River Arts Festival. (In 2015 the Commission contributed \$25,000.) The theme this year is *Stories of our River*.

Here's what's in store for [Ebb & Flow 2017](#):

- Monthly River Tours led by artists and scientists—these tours will blend river awareness with



reenactments of historical events.

- A permanent Public Art Installation at the Tannery Arts Center: reflecting the stories of the Tannery and the San Lorenzo, this installation will be community-designed and built and unveiled at the River Arts Celebration on **June 3, 2017**.
- Riverwalk Temporary Art Installations: 11 temporary art installations that tell river stories will be placed at river access points, highlighting the intersections of city and nature throughout June of 2017.
- Kinetic Art Parade and festival on **June 3rd, 2017** - Dozens of kinetic sculptures will flow down the Riverwalk, pausing at each access point to unveil the temporary art installations followed by the River Arts Celebration at the Tannery. Much more information here: <http://www.artscouncilsc.org/ebb-flow/>

### **Arts Commission explores new partnerships**

The Arts Commission has formalized two new project partnerships that raise awareness around water and sustainability - in fun and creative ways: First is a partnership that will bring back an event held in 2015 titled “Slugs to Sludge.” The event is a series of walks between UCSC and the sewage treatment plant – and follows the actual path of the sanitation pipe that takes sewage from UCSC to the City’s treatment facility. Second, a cardboard boat regatta at the Harbor titled “Celebrate the Sinking” is a hilarious one-day event that helps raise awareness and funds for sustainability related causes. Stay tune for more information about both!

### **City awards the Museum of Art and History a \$30,000 Mural Matching Grant**



The Economic Development Department has had a mural matching grant program since the 1990s. Currently overseen by the Arts Commission and Economic Development/City Arts staff, the Commission voted to award \$30,000 to MAH towards new murals being installed as part of the Abbott Square Project. This “Community Quiltage” mural by local artist Thomas Campbell was developed through an extensive outreach process. A large scale mural will be installed on the building behind the Octagon and new retaining walls will echo similar art.



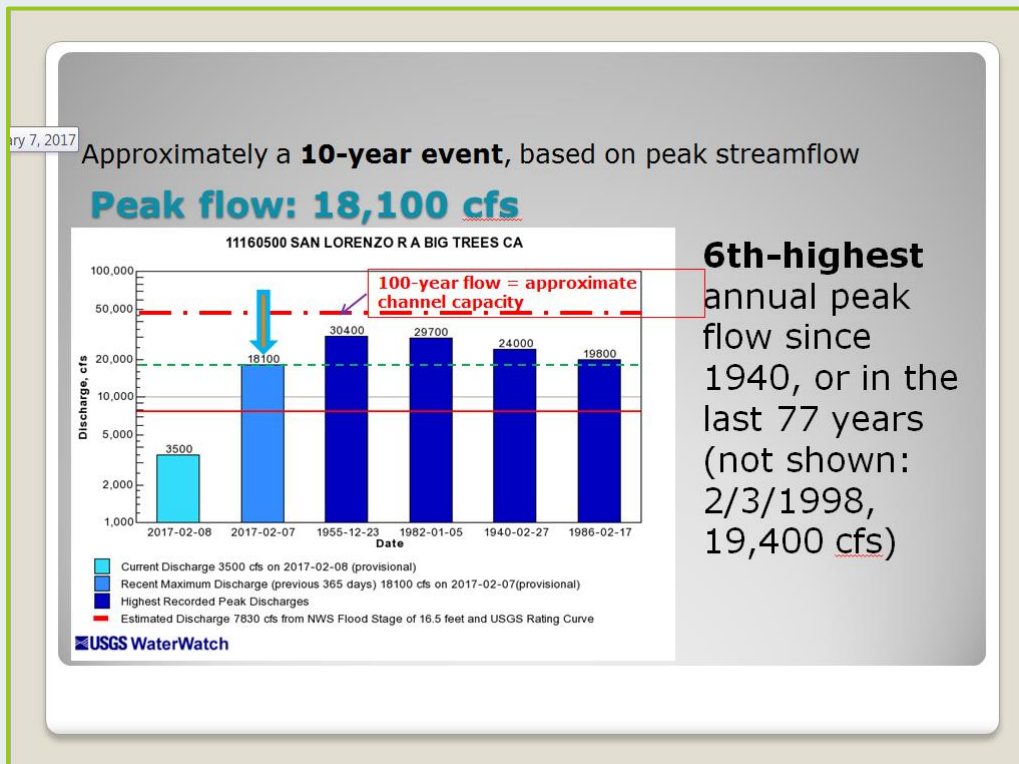
## February 7, 2017 High River Flows



The February 7, 2017 storm and river waters are one of those climatic events that people remember for many years. In fact this river event is more memorable because it marks the end of a dry period in terms of San Lorenzo River flows. The graph below shows how February 7, 2017 river flow compares to past high river flows. The measurement used in the chart is called a CFS (Cubic Feet per Second) which is the generally accepted measurement of river flow. In the case of the City of Santa Cruz the Big Trees USGS San Lorenzo River

gage provides 80 years of river records to compare current flows against. This was the first significant river flow since the improvements to the San Lorenzo River Flood Control Project in 2000-01. To date the total Federal, State and City investment in the 2000-2001 flood control levee and river bridge improvements is approximately \$65 million.

As a follow up to this storm the City Public Works and Economic Development Departments will analyze the actual river flow volumes as they compare to predicted levee flood control capacity.

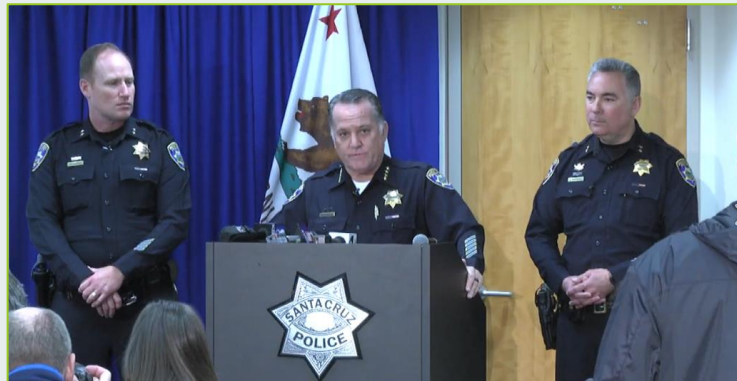


## POLICE

### **SCPD Press Conference**

Santa Cruz Police Department held a press conference on Thursday, February 16, 2017, to provide more information about the officer-involved shooting that occurred on October 16, 2016.

The SCPD press conference followed the Santa Cruz District Attorney Jeff Rosell announcement that his office will not pursue criminal charges against Santa Cruz Police Department officer Erik Bailey.



Chief Vogel presented a full account of the case including, audio, video, timeline summary. Deputy Chief Martinez specifically addressed the mental health questions and components of the case. Deputy Chief Flippo expanded on the use of force aspects and the role each officer involved.

For our community and public viewing, the press conference was live-streamed on the Santa Cruz Police Facebook page. A video of yesterday's press conference is available to view by clicking on the following link: <https://www.facebook.com/santacruzpolice>

### **SCPD Community Meeting**



This week SCPD hosted with Santa Cruz Neighbors a community meeting to discuss neighborhood crime on the east side of town. Our SCPD representatives know first-hand about these neighborhood quality-of-life crimes. Sgt. Detective Michael Harms from Property Crimes and East Side Beat Officer Carly Cross talked with community members about where and how these crimes are happening.

– Neighborhood Crime of top concern included burglaries, car break-ins, and stolen vehicles. Those quality-of-life issues in our east side neighborhoods were the focus.



Officer Cross is specifically working on East Side burglaries with other officers.



## WATER

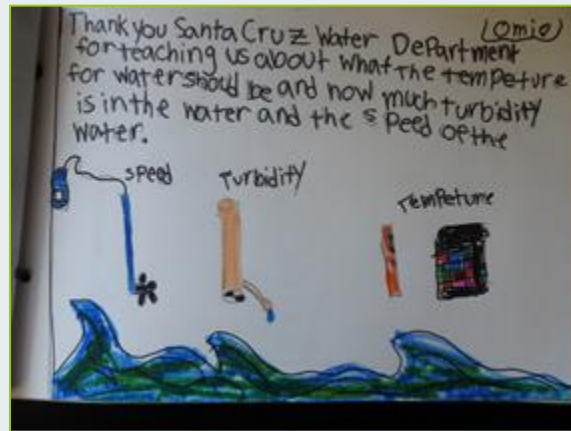
We've been paying a lot of attention to things happening with the Oroville Dam this week. Yesterday we were interviewed by the Sentinel for a story on the safety of our Newell Creek Dam and were asked what's alike and what's different about our situation and Oroville's. There are not many likenesses, but there are many differences. Like Oroville, Newell Creek Dam is an earthen dam. Like Oroville, Newell Creek Dam and Loch Lomond serve as a drinking water reservoir. However Oroville is the tallest dam in the country, rising to 770', while Newell Creek Dam is considered a small dam, at just 190'. Oroville provides drinking water, hydroelectricity and flood control; Newell Creek Dam and Loch Lomond only serve as a drinking water reservoir. Most notably, because of Newell Creek's small size and the fact that it doesn't spill every year, we are able to monitor the condition of the spillway very closely, on a routine basis. In addition to our regular monitoring, because of the dam's diminutive size we are able to evaluate it closely during major storm events and after every land/seismic event. (Also notable is the fact that the dam had zero impact from the 1989 Loma Prieta earthquake.) In addition to our regular monitoring, the Division of Dam Safety monitors our dam annually. Our most recent report (from January of this year) deems Newell Creek Dam safe and sound.



Newell Creek Dam spillway

Work continues on the myriad of storm-related damage to our water delivery system. The list includes a transmission pipeline replacement on Liddell; repairs to a third (and hopefully final!) leak on Pipeline Road in Henry Cowell; road repair and replacement on Pipeline Road; several landslides on the Newell Creek Pipeline right-of-way where it crosses the Brackney slide area; repairs to various pumps and electrical equipment at the Coast Pump Station, which was damaged by flooding that occurred on Tuesday, February 7th. Water Department crews have worked around the clock during many of this year's storm events to ensure our residents have clean, safe water available.

Fifth graders from Santa Cruz City Schools are making their annual trek to the San Lorenzo River watershed (and Loch Lomond) on field trips this month. We received this thank you card from fifth-grader at Monarch Elementary:



And on a final note of “thanks,” the City received this lovely message from Sharon Yamanaka, one of our customers, this week:

*Dear City of Santa Cruz,*

*Thank you for being so helpful to residents of the City.*

*My washing machine broke, I'm 72 years old and I was distressed. I was able to get a 2017 Most Efficient Energy Star washer online, on sale with free delivery and installation. The City offers a generous rebate and a free service tag pick-up of my old washer.*

*Thanks again for making life a little easier. I love Santa Cruz and our municipality!*

*Sincerely,  
Sharon Yamanaka*



## PUBLIC WORKS

### **Streets/Traffic**

The crews are continuing with storm clean up and preparation for the next storm including removing excess sediment from a drainage way on Crossing Street.



### **Wastewater Collections and Flood Control**

A brief break in the weather has allowed crews to catch up and follow up on many storm related issues, the Pump Crew has been busy with the underdrain and ground water pump station at the Leachate facility replacing a pump and running the booster pump to keep up with the increased flows this winter. Flood Control has been keeping catch basins cleared and answering calls for service. The construction crew completed repairs on a 6" sanitary sewer and 16" storm line on Felix and Neary. The Vac-Con crews have been providing support to the other crews as needed on storm related issues.



### **Resource Recovery Landfill and Processing**

Landfill staff have been busy clearing drains, v-ditches and storm drains in preparation for the next round of storms. Landfill operations continues to fill from the winter pad while we continue to dry out.

Green and wood waste operations have been extremely busy with record tonnage due to the storms and driftwood from Cowell and Main beaches.

### **Laboratory & Environmental Compliance**

Last week the Laboratory's QA/QC Chemist won the 2016 CWEA MBS Laboratory Analyst of the year award at the annual training dinner event. CWEA (California Water Environment Association) is the professional industry association for scientists, engineers, operators, analysts and technicians with practice in wastewater, storm water and water pollution.

Our Superintendent of Wastewater Collection and Treatment Facility was the recipient of another award at the event for leadership of an organization that has contributed to the success of the best agencies within the CWEA in Monterey Bay Section.



### **Facilities**

The 2 single glazed non-tempered picture windows at the Natural History Museum have been replaced with tempered dual glazed with low-e sashes while retaining their historical value.



### **Waste Reduction**

Waste Reduction staff attended an Earth Day planning meeting and a Teen Fashion show meeting. Teens using recycled materials or nature "earth" themed fashions will be invited to participate in the special Earth Day teen fashion showcase. This has become a popular addition to the Earth Day event.

Waste Reduction staff met with the Santa Cruz coordinator of the Global Student Embassy, about waste reduction opportunities in our local high schools. Our staff will work with them on

a waste audit at PCS with a goal to improve recycling efforts. There is also an opportunity to work on a project with the environmental club at Santa Cruz High School.

Waste reduction staff attended the first Green Schools committee meeting for the 16/17 school year. Information was shared about the Earth Day class project challenge, the SC Recycles poster contest and the waste free Dori poles and pennants that schools may borrow for their spring events and graduation ceremonies.

### **Green Business**

100 businesses have been selected to invite to the Westside Green Business Challenge. The event will take place on May 18, 2017. Two phases of the City Challenge have been developed. Each phase is composed of five buildings.

Santa Cruz County Bank has been recertified as a Green Business!

### **Community Outreach**

Our Recycle Right video on Facebook: [PLASTICS RECYCLING: "CONTAINER" IS THE NEW GUIDE](#) has received over 500 views since it was posted on Thursday with numbers growing. It explains how the numbers on the bottoms of bottles, jars and jugs are no longer accurate recycling guidelines and shows how to correctly recycle plastics.

