

# City Manager's Weekly Update

## January 27, 2017

### PLANNING

#### **Short Term Vacation Rental (STVR) Process**

On January 26th, the STVR Subcommittee held their third meeting to discuss potential regulations for residential properties that are rented for less than 30 days at a time. The Subcommittee has received and reviewed an incredible volume of information and has taken an internal survey to help focus the discussion. The Subcommittee represents a wide range of perspectives and interests, as intended by the Council appointment of the Subcommittee members. The one item of consensus agreement is that Short Term Vacation Rentals (STVR) should be defined and regulated by the City in some form. There has also been general agreement that these STVR directly add to property values and that parking is an important consideration for any regulation. The majority of Subcommittee members also believe that STVR's should be allowed in some form. The concept of enforcement will also likely be a strong component of any recommendations from the Subcommittee.

At the second meeting, Planning Staff noted that it would be appropriate to carry forward a majority opinion along with a minority opinion to the Planning Commission and City Council as the specific regulatory language is developed.

The working group is extremely thoughtful, engaged and genuinely interested in helping the City through this difficult process. They are committed to trying to balance the strong economic forces with the community character. This is such a difficult process when a large number of these STVR's are operating in an economy and platform where data is very challenging to obtain.



## ECONOMIC DEVELOPMENT

**BIG WINS OF 2016.** Well, what a year 2016 was. We were busy working on major infrastructure projects, developing new programs to serve our small businesses, implementing and monitoring affordable housing programs, and installing new beautiful public art pieces among many other things.

As we are gearing up for 2017, let's take a look back at some of the major highlights over the last year: <http://choosesantacruz.com/journal/2017/16-wins-for-2016>



**FEMA Flood Insurance Update:** The Department recently received news that FEMA's National Flood Insurance Program, through its Community Rating System Program (CRS), has recertified the City of Santa Cruz with a "Class 7" rating for 2017. A Class "7" rating equates to a 15% premium reduction for the 1,486 FEMA flood insurance policies in force

within the City of Santa Cruz. Currently city residents pay a total of \$1.4 million in flood insurance premiums with the average annual premium now slightly over \$900. In 2017 the Class 7 rating will equate to an annual savings of approximately \$140.

The recent increase in flood insurance premiums is one reason the City is seeking to complete the San Lorenzo River Flood Control Project which when certified by FEMA will eliminate the mandatory requirement for purchase of flood insurance in the San Lorenzo River flood plain.

Communities in the United States, through the CRS program, are encouraged to undertake activities to lessen the threat of local flooding. The City of Santa Cruz has been a participant in the FEMA CRS program since 1999. Annually the CRS Program evaluates the City's various flood prevention activities and a premium reduction is granted to City based on these activities.

The CRS Recertification involves coordination and information submittals from the City's Public Works, Planning/Building Division and several other City departments. The 2017 recertification took approximately 90 hours of staff time, with the main formulation of the submittal by the Economic Development Department. The increase in staff time for this recertification was necessitated by increased CRS filling requirements.



**San Lorenzo River Flood Control Project  
On 1-14-2017 @ 11:15 PM Reached 25% Capacity**

**Downtown Outreach Worker: Six-Month Report on Activities**

The City partners with the County in funding a downtown mental health outreach worker through Encompass. The purpose of the outreach worker is to make contact and provide services to individuals in the downtown who are suffering from impacts of mental health issues. The outreach worker identifies mental health needs and connects individuals to services in our community. The downtown outreach worker reported the following contacts and outcomes over the last six-month period:

- 884 contacts
- 68 obtained housing or shelter
- 105 received medical care
- 62 Homeward Bound Greyhound tickets issued
- 179 incidences of crisis de-escalation
- 23 received mental health treatment
- 11 obtained substance abuse treatment
- 7 incarcerated

## POLICE

**"We at the SCPD are here to protect everybody's rights." – Chief Vogel**



Chief Vogel & Deputy Chief Martinez spoke on civil rights and public safety at Santa Cruz Women's March Meeting. Our goal is to ensure the First Amendment Rights of those who wish to participate peacefully in any event on public property are preserved and protected.

### Women's March a Success for All



An estimated 10,000 people were in Downtown Santa Cruz to join Women's March. SCPD is happy to report no incidents of violence or vandalism. The crowds at the family-friendly event were peaceful and energized. We appreciate your support and kind words for officers along the route. Throughout this week many kudos came SCPD's way from marchers, city, and county leadership. - Thank you!



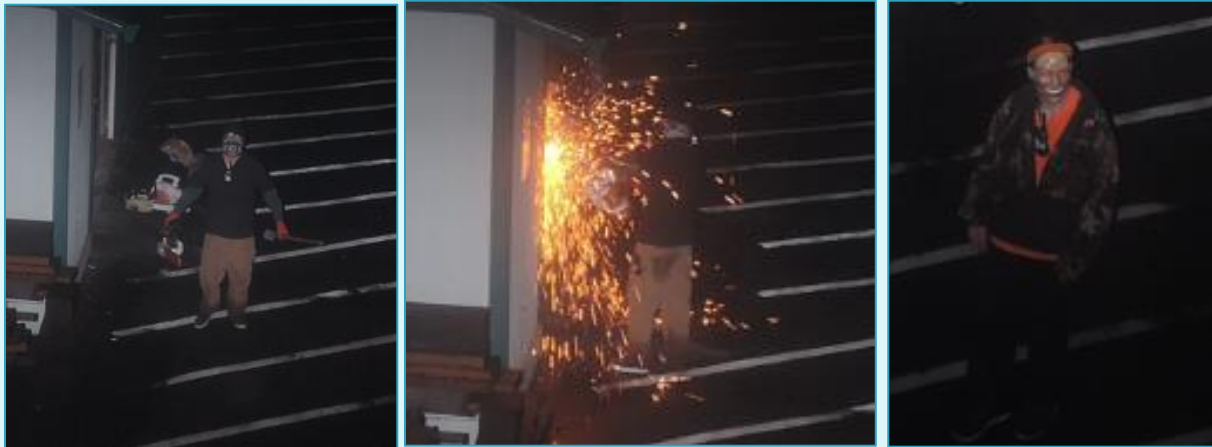


### **SCPD Bait Bike Sting Nabs Suspect Thief**

To combat the all-too-common crime of bicycle theft, SCPD arrested a suspect bike thief who pedaled away on bait bicycle. SCPD commits fully to addressing bike theft. Our Neighborhood Enforcement Team will conduct bike bait operations on an ongoing basis. More about this arrest and bike bait sting SCPD Blog <https://goo.gl/N9lk7y>

### **LOOKING OUT FOR OUR FRIENDS AT PARKS AND REC - Help Us Catch These Guys!**

On Jan 23rd around 6:12 am, three suspects used a battery-operated concrete saw to remove the doors and stole items out of an office and storage shed at Delaveaga Parks and Recreation Department. The suspects were wearing dark clothing, gloves, and masks over their faces.



They stole various landscaping equipment including Stihl brand 20" chainsaws, and Stihl brand air blowers. The suspects also caused about \$2000 worth of property damage.

If you can identify the suspects or recognize the stolen property, contact with SCPD Investigations at (831) 420-5820, or send us a tip online at [www.santacruzpolice.com](http://www.santacruzpolice.com)

### **Opening Week for Citizens Police Academy in both Spanish and English at SCPD**

Welcome SCPD Citizens Police Academy Spring Class 2017!

¡Bienvenidos Academia de Policia SCPD para la Comunidad 2017!



CPA participants will post weekly their experience and Q&A's. Stay tuned!

## SCPD Welcomes Visiting Students from China

Officer Howard-Gibbon and Sgt. Crofts gave a presentation and a walkabout through the department.



Lots of questions were asked and answered. THANKS to the teachers translating in Chinese! The kids ages 11– 13 were impressed by the tour, especially the patrol cars. School classes interested in touring SCPD, contact Community Services at 420-5952 or [lgomez@cityofsantacruz.com](mailto:lgomez@cityofsantacruz.com)



## PUBLIC WORKS

### Engineering

The 2015-16 Citywide Sewer Lining Project was completed on Friday, January 27. In total, the trenchless cast-in-place pipe (CIPP) lining method has rehabilitated 9,900 feet of sanitary sewer pipe and 330 feet of storm drain pipe. The work has been spread out across the City, but there has been a focus on the downtown area (Cedar, Elm, and Maple Streets) and Arroyo Seco Canyon. Southwest Pipeline was the contractor.



The Regional Transportation Commission received an update on January 19 from the Assistant Director of Public Works for the City of Santa Cruz on transportation projects throughout the City. With the recently approved Article 8 Transportation Development Act (TDA) funding from the RTC, the Pacific Avenue Contra-flow Bike Lanes Project, which will increase bicycle access downtown and improve public safety, may start this spring. This proposed project is scheduled for Council consideration in February or March.

Other highly anticipated Public Works projects include: the Branciforte Creek Bike and Pedestrian Bridge and Trail project that will start in April; schematic design development for segment 7 of the Monterey Bay Sanctuary Scenic Trail (MBSST) and the Railroad Crossing Agreements; and the Highway 1 and 9 intersection safety improvement project, with design plans 65% complete and the right-of-way acquisition process beginning this month.



The City has also been awarded transportation grants to improve safety at non-signalized intersections with rapid flashing beacons and other safety measures; for design and environmental review for segments 8 and 9 of the Rail Trail, (funding match from the Land

Trust of Santa Cruz County)); and for designs and environmental review to widen the walkway on the San Lorenzo Trestle.

The Commission expressed their appreciation for the Public Works department's success in acquiring grants for safety and multi-modal improvements and for coordinating with other jurisdictions.

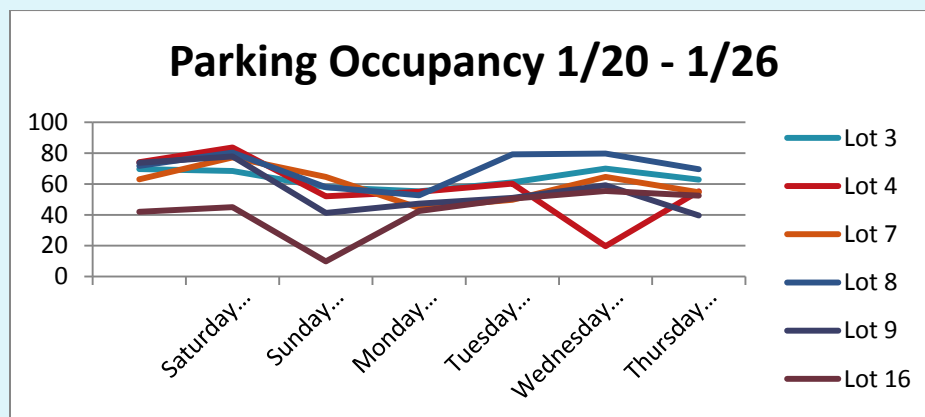
### **Parking Services**

The trending of parking in Downtown municipal lots and structures is not improving. With more businesses moving downtown and the reduction in bus service, the lack of parking for employees and shoppers continues to climb. First Fridays and Santa Cruz Warriors games are especially challenging when looking for a place to park Downtown. Most weekend evenings are also challenging.

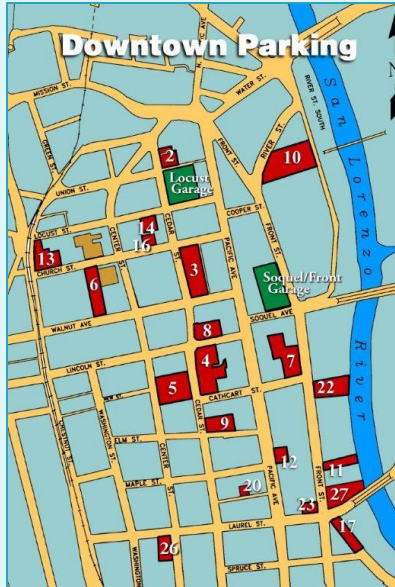
Occupancies at the Locust Garage ranged from 90% to 100% between noon and 4pm this last week. The Garage was closed on 4 of the 5 weekdays because it had reached capacity. Weekend occupancies were between 65% and 100%. The Garage was closed on Saturday because of capacity. Permit holders accounted for 60% of parked vehicles on weekdays between noon and 4pm and 30% of the parked vehicles on weekends. We have 265 persons on the waitlist for 387 permits. The waitlist is 12 months long.

Occupancies at the Soquel/Front Garage ranged from 80% to 88% between noon and 4pm this last week with weekend occupancies between 40% and 100%. The Garage was closed on Saturday because of capacity. Permit holders account for 65% of parked vehicles weekdays between noon and 4pm and 20% to 30% of parked vehicles on weekends. We have 228 persons on the waitlist wanting 548 permits. The waitlist is 11 months long.

Occupancies at the River Front Garage ranged from 85% to 90% between noon and 4pm this last week with weekend occupancies between 70% and 100%. The Garage was closed on Saturday because of capacity. Permit holders account for 50% and 60% of parked vehicles weekdays between noon and 4pm and 25% to 35% of parked vehicles on weekends. We have 220 persons on the waitlist wanting 398 permits. The waitlist is 18 months long.







(Information for Lot 5 is excluded from graph because it includes permit-only with daily parking.)

### **Waste Reduction**

Waste Reduction staff hosted a tour of the Resource Recovery Facility for a group of UCSC students from the Office of Sustainability and the Zero Waste Team. Students were very enthusiastic and excited to learn about how recyclables are sorted and baled in the City of Santa Cruz. They also learned more about the landfill, yard waste diversion and other programs including Household Hazardous Waste, scrap metal, E-waste and mattress recycling.

### **Community Relations**

One new Santa Cruz Waves City Beat story was posted: [ANIMAL COMPANIONS HELP KIDS READ AT SANTA CRUZ PUBLIC.](#)



### **Operations**

A break in the weather, allowed for the fleet beam replacement project to proceed. Right photo shows the interior bracing for the project.



### **Community Outreach**

We held a successful meeting with SCCS Assistant Superintendent to discuss our Street Smarts traffic safety campaign timeline and elements. We are very close to finalizing a kickoff date. Dialogue with potential Street Smarts sponsors has also begun.