City Manager's Weekly Update April 15, 2017

ECONOMIC DEVELOPMENT AND HOUSING

April's New Tech Meetup Draw Big Crowds for Northface's Hap Klopp

Every month the new tech meetup provides attendees with an opportunity to learn about hot new technologies and mingle with 400+ fellow entrepreneurs, investors, bloggers, and tech enthusiasts. April's new tech meetup featured presentations from CrossFit, Landed, PhotoBloomAR, PortableCloud, Congo, and MealPro.



The big draw for the event was the "Fireside

Chat" style interview with Hap Klopp, 20 year CEO of North Face. You can watch the full interview here.

The Economic Development is a long time sponsor of the event, and provides staff support for the organizing and hosting of the monthly event. Learn more about the Meetup here.

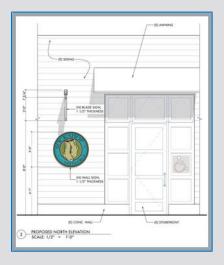
Santa Cruz Wharf Spotlight

staff are working on establishing an interim use for the shuttered Miramar restaurant as a training site for the SCPD Canine Unit as well as other county law enforcement agencies. ED staff will assist the SCPD and its canine training vendors to utilize the Miramar to stage searches for unknown persons in a building. Tentatively scheduled for two nights per month during April, May and June, the training will maintain and enhance the search and rescue skill sets of the canine officers and their human handlers. A secondary value will be in the presence of the SCPD and other enforcement agencies on the Wharf during the trainings, particularly in regards to the recent spate of break-ins and vandalism at the Wharf.





Sockshop - A lease has been executed and tenant improvements are beginning at 17-E Municipal Wharf, the address of the Wharf's newest tenant, Sockshop.



Noland's - A new lease has been executed with long-time tenant Bruce Noland, doing business at 47 Municipal Wharf. Soon to be known as "**Surf City Santa Cruz**", the shop specializes in sales of beach, surf, and swim attire.



Paradise Dogs - An extension to the Wharf License Agreement with Paradise Dogs has been approved. Paradise Dogs is located at the entrance to the Wharf on the Main Beach side and serves hot dogs, chips, and cold drinks to beachgoers and Wharf visitors alike.



Pacific Coast Kites - A new Wharf License Agreement has been approved with Javier Paramo dba Pacific Coast Kites. Located next to Paradise Dogs at the entrance to the Santa Cruz Wharf, Pacific Coast Kites sells kites and related wind-motion devices.



Surfline - An extension to the Wharf License Agreement for Surfline's webcam (live streaming video of Steamer Lane and Cowell's from the roof of Olitas Cantina & Grill) has been approved. Surfline is the preeminent surf and weather forecaster for the multi-million dollar surf industry.



See Scopes - A new Wharf License Agreement has been approved for See Scopes which provides coin-operated telescopes on the Wharf to capture stunning views of the Monterey Bay National Marine Sanctuary, Cowells and Main Beaches, and Steamer Lane.



Cessation of Used Cooking Oil Collection on the Wharf - In the past year the collection of used cooking oil from Wharf restaurants became increasingly problematic. The City provided a series

of collection bins located along the Wharf, and contracted for the removal of the used oil with a Salinas company. The local company's business assets (but not the contractual responsibilities) were purchased by a large biodiesel company which resulted in a less than satisfactory arrangement. The self-closing doors on the collection bins failed numerous times allowing birds to become entrapped in the oil, multiple spills occurred, disagreeable odors emanated from the bins, and the situation became



increasingly taxing on Wharf staff. ED and Wharf staff brokered a solution in which the collection bins were removed from the three parking spaces they occupied on the Wharf, and collection of used oil became the responsibility of each restaurant. All use, recycling, and disposal of cooking oil is now handled within each restaurant's premises, eliminating the negative impacts associated with the old method. Benefits to the City include increased parking revenue from the three parking spaces freed up by the removal of the collection bins.

The "Environmental" Art of Removing Graffiti







Did you know there is a proper way of removing graffiti that protects our water system? In fact the City of Santa Cruz Graffiti Abatement Program in conjunction with the SC Water Department conducts a quarterly audit with our Graffiti Removal Specialist to ensure the safety of our water system through best management practices that include protecting nearby inlets, containing and collecting runoff and proper paint brush and cleaning procedures. For more information about graffiti prevention and other resources, please visit our website at www.cityofsantacruz.com/graffiti.

POLICE

SCPD's Incredible Dispatchers at SCR911

It's National Dispatcher Appreciation Week! Every year, the second week of April is dedicated solely to showing appreciation to the hard-working dispatchers of departments across the country?



On Thursday, April 17th, SCPD showed up at Santa Cruz Regional 9-1-1 bright and early with breakfast burritos and coffee for our dispatchers. SCPD was there to show appreciation to dispatchers for the good work they do. SCPD Officers thanked them for their dedication to excellence.







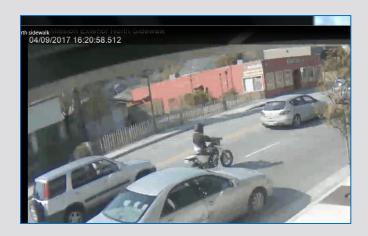
From SCPD Facebook:

"Dispatchers are the ones behind the scene, who are often not recognized for their work. They are the people who answer when you dial 911. They are there when you need help. They are the calm voice in a moment of need, and the ones who get the information to tell first responders where they are needed."

Who Is This Hit & Run Motorcyclist? - Detectives Still Looking Possible Leads

In this story posted on SCPD social media on April 11th, the community responded and shared the Facebook post nearly 300 times. Currently, there are no viable leads. The boy is still

recovering from his injuries.



From SCPD Facebook:

"On Sunday afternoon 4/9/17, this motorcycle struck a 9-year-old boy walking with his mother in a crosswalk on Mission Street and Van Ness Avenue. The child is in a Bay Area Trauma unit with significant nonlife-threatening injuries. The motorcyclist hit the child while splitting traffic that had stopped to the let the mother and son across the street. The rider did not stop after hitting the child pedestrian. He continued fleeing at a high rate of speed southbound on Mission Street.

Anyone with information regarding case # 17S-02697 is encouraged to contact the SCPD at (831) 471-1131, Anonymous Tip Line (831) 420-5995 or email Officer Hedley at mhedley@cityofsantacruz.com."

SCPD Community Outreach At Autism Safety and Resource Fair

SCPD turned out and met new friends with autism and special needs and their families. The kids loved playing make-believe in the police car. Officer Gomez spoke about different topics on safety. Ofc. Gomez also directed a fingerprinting activity that was fun and helpful to both parents and caregivers. SCPD thanked the Autism Family Network for connecting this wonderful community! SCPD was privileged to participate in the event.







PARKS AND RECREATION

Summer Registration





Super Saturday" summer registration was a smashing success on April 8th. Families enrolled in our camps, classes and of course our popular Junior Guard program. By the end of day one, \$348,000 was brought in. Even with the large volume of on-line traffic, we're happy to report our registration software ran smoothly without any issues. Our Administrative staff did a fantastic job all week assisting customers with registration questions. Summer programs kick off June 12th!

Teens

The Teen Center held their annual Summer Job Fair at the Louden Nelson Center. Approximately 65 youth attended and were given the opportunity to speak to 8 employers. In addition 15 employers had applications available and youth were also given computer access to apply for jobs online. Staff also provided Interview skills practice and a Résumé Building workshop.

During Spring Break (April 1-3) the Teen Center took 10 Teens camping at a KOA near Mt. Shasta. The trip included a short drive to have some fun in the snow as well. Some of the Teens had never been camping or seen Mt. Shasta. Although it was cold, they all had a great time!





Civic Auditorium

The staff is so excited to share the NCAA opening video sharing Oscar winning actor, Mahershala Ali, which was filmed at the Civic Auditorium last week! The producer and director of the video loved the historic look of the Civic and that our venue had a stage and basketball court combination. The day of filming was long but very successful! We think the final product looks outstanding! Please view the link below.

https://twitter.com/marchmadness/status/849065167245672448

Sunday, April 16 at 10:30am, Vintage Faith Church: Easter Service
The Vintage Faith Church is returning to the Civic Auditorium for their Easter service. This is sure to be a festive event with the Santa Cruz Community including activities for children. This event is free of charge. Light snacks and coffee will be served. For more information please visit: vintagechurch.org/Easter

Sports

Men's & women's *discount* basketball online and mail-in registration begins Thursday, April 13. Leagues play on Tuesday, Wednesday or Thursday nights. Women's *discount* soccer online and mail-in registration begins Thursday, April 13. Games are scheduled on Sundays at Scott Kennedy Field, June 4 – August 20.





Louden Nelson Community Center

Monday 4/10/17 – Georgiana Bruce Kirby theater group loaded in to the Auditorium for their upcoming performance of "9 to 5".



Sister Cities

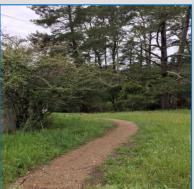
Teen Delegates returned last weekend to Santa Cruz after a fantastic week in Shingu, Japan. It was an amazing trip. Below is a link to a really fun video made by one of our youth delegates. It really captures the spirit of the trip.

https://www.youtube.com/watch?v=XtZweiAS-Ng&app=desktop

Upper DeLaveaga Projects

Thanks to Public Works, the chip seal project has begun at the Santa Cruz Shakespeare site. The project is expected to be completed in May in advance of the upcoming Shakespeare season. The pedestrian trail connecting the Prospect Heights neighborhood has also been completed.





Ice Plant Removal on West Cliff Pathway

As part of the Parks Division-wide projects, Ice Plant was removed from West Cliff Pathway from Swanton Boulevard to Almar Avenue. The total amount removed was approximately 29,000 pounds.





Emma McCrary Volunteer Day:

A group of 50 volunteers from Mountain Bikers of Santa Cruz helped with the trail improvements and did a great job! The volunteers repaired erosion that had occurred over the winter months and removed encroaching vegetation.

PLANNING AND COMMUNITY DEVELOPMENT



Short-Term Vacation Rental Subcommittee Finishes

<u>Work</u> - The council-appointed, eleven-member STVR Subcommittee concluded their work after a series of seven meetings, culminating with two final, back-to-back, three-hour marathon sessions on March 30th and April 4th examining topics associated with short term rentals in Santa Cruz. Each of the subcommittee meetings was open to the public, well attended, with public comments limited to correspondence. All of the information provided to the Subcommittee including all correspondence

received is available on the City' website at:

http://www.cityofsantacruz.com/departments/short-term-vacation-rental-stvr

During the course of their review and deliberation process, the Subcommittee examined a

variety of short-term rental ordinances from various jurisdictions including those that permit, limit and prohibit short term rentals. Members respectfully shared their often divergent views and positions, acknowledging that this is a complex subject, with varying opinions and positions in favor of and opposed to short term rentals. The Subcommittee, in working toward consensus-building, agreed that their work represents a starting point for further discussions at Planning Commission and City Council. In order to maximize efficiency of the available meeting time, the Subcommittee agreed their recommendations should focus on, 1) defining terms, 2) proposing a limit on STR's and 3) setting a process that allows for information gathering to inform subsequent decision-making and reevaluation once an initial ordinance is adopted. With the conclusion of their meetings, Planning staff will prepare and circulate a report of the



Subcommittee's recommendation for their review and comment, which will be forwarded as part of the public hearing process with the Planning Commission and City Council. A request to extend the moratorium currently in place limiting new STR's registration to owner-occupied residences and duplexes is scheduled for City Council consideration on May 9th. Staff anticipates the first hearing with the Planning Commission in June or July.

Alcohol Ordinance Amendments – In the recent past, applicants such as Santa Cruz Shakespeare and the Jewel Theater have expressed interest in providing alcohol in conjunction with their performances on a limited basis. However, a strict application of the Zoning Ordinance classified them as a "high risk outlet." Siting standards associated with "high risk outlets" made it difficult for each of these venues to obtain the requisite use permits. Over the past few months, Planning staff has been collaborating with Police and Economic Development Department staff to bring forward amendments to the Alcohol Ordinance to allow for flexibility in distinguishing between high and low risk outlets, as well as to clarify regulations pertaining to tasting rooms. Last week, the Planning Commission heard the proposed amendments and recommended their adoption by the City Council. The code amendments are expected to be before the City Council in May. Samantha Haschert is the planner working on this effort.

225 Meder Street - On April 6th, the Planning Commission heard a proposal by local developer Doug Ross to allow for the construction of a four-unit townhouse development at 225 Meder Street. The project required approval of a Planned Development Permit to allow for attached residences and townhouse mapping (a multi-family residential use) within the single-family zone and to allow for detached structures to be mapped as townhouses. The project also required approval of a Residential Demolition Authorization Permit, a Tentative Map, and a Design Permit and included the removal of one heritage tree

Two of the neighbors attended the meeting and spoke in favor of the site design with concerns about potential on-street parking issues. Endorsement of the project by the neighbors was due in large part to the developer's willingness to modify the site design to minimize privacy impacts. The Planning Commission discussed the possibility of limiting on-street parking permits available to the development as a part of the Planned Development Permit but ultimately determined that the density was permitted per the underlying zone district and that the site design provides all of the required on-site parking which is intended to serve residents and guests.

The Planning Commission approved the application based on the findings that the site design is intended to cluster development to preserve the maximum number of mature trees at the site (20 of the 21 trees will be preserved), that the site design minimizes impacts to the neighbors to the greatest extent possible, that the architectural design is compatible with surrounding single- and multi-family developments, and that the density of the development does not exceed that which is permitted on a 20,385 square foot parcel in the R-1-5 zone district. A Planned Development Permit for four or fewer units can be approved by the Planning Commission so this project does not require City Council approval, unless it is appealed. The deadline for an appeal is April 17th. Samantha Haschert is the planner working on the application.

(Back two units)



(street view of front duplex)



Community Clean Up in Lower Ocean Area (April 29) and Beach Flats (May 13) - The first of Community Clean Ups for the Lower Ocean Area and Beach Flats is coming up! Four times a year, the Code Compliance Division partners with Sanitation, Parks & Recreation, Santa Cruz Neighbors, neighborhood groups and Grey Bears to sponsor these community clean-ups. Each event gets more and more participation from the community as words spreads about this valuable service and effort on behalf of the City of Santa Cruz Code Compliance Division, Public Works and Parks Department. Past events have had great participation from Council members who stop by, visit with neighbors, lend a helping hand, and enjoy some treats! The next event is co-sponsored with Neighbors of Lower Ocean (NOLO) on Saturday April 29, 2017 from 8-11:30 a.m. (rain date May 6th).

For the Beach Flats area, for which we partner with Community Bridges, the next event will be on Saturday May 13, 2017 from 8-11:30 a.m. (rain date May 20th).

Santa Cruz County Bar Association - Acting Director Alex Khoury presented at the Santa Cruz County Bar Association Real Property Section's April 12, 2017 monthly meeting. The Association had requested an overview of the City of Santa Cruz's Accessory Dwelling Unit Development Program. Alex gave a history of the Accessory Dwelling Unit ordinance and the recent City Council changes in 2014 and 2016 to about 30 persons including Councilperson David Terrazas. The presentation allowed attendees to meet Mandatory Continuing Legal Education Credit. Lots of questions were asked and answered. Alex's presentation and the City efforts with regard to Accessory Dwelling Units seemed well received by the group.

<u>1013 Pacific Avenue</u> - Last week the Planning Commission considered an application to demolish a downtown building that has been vacant since the 1989 earthquake, and construct a new four-story mixed-use building. The new building will consist of 4,342 square feet of

ground floor commercial/retail space, and 17 one-bedroom/studio residential condo units above. With the site located adjacent to the Catalyst, the owners of the Catalyst were present to express their concerns with the prospect of residential units being located next to the music venue. Their main concern was the potential for noise complaints by the new residences which could negatively impact their business. Much of the Planning Commission discussion revolved around how to mitigate noise impacts on the new building. Ultimately the Planning Commission unanimously recommended approval of the project, with a condition added that the applicant work with the Catalyst owners to prepare a sound study before the project is heard by the City Council. Once the sound study is prepared, the item will be scheduled for a City Council hearing date. Ryan Bane is the planner working on the application.



AMBAG –Sustainable Communities Strategy - Plan Update: On April 10th, Planning staff attended a workshop in Watsonville, sponsored by AMBAG regarding Sustainable Communities Strategy Implementation Project (SCSIP). This regional planning effort relates to Senate Bill 375, passed in late 2008, requiring the 18 Metropolitan Planning Organizations (MPO) in California to reduce per capita vehicle miles traveled and related greenhouse gases through a coordinated land use and transportation plan called the Sustainable Communities Strategy, or SCS.

The goal of the SCSIP is to implement the Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS). AMBAG has prepared draft toolkits that focus <u>on infill housing, transportation strategies and measures and economic development</u>. The draft AMBAG toolkits mesh well with efforts currently underway in Santa Cruz.

It is an important reminder of how our very strong local planning work on the General Plan, the Downtown Recovery Plan amendments, the Corridor Code work and the recent adoption of the Active Transportation Plan (ATP) work together to support SB375 and the State and regional efforts to reduce vehicle miles traveled.

http://www.ambag.org/programs-services/planning/metro-transport-plan/sustainable-communities-strategy-implementation

PUBLIC WORKS

Waste Reduction

We are busy with final preparations for the Santa Cruz Earth Day festival on Saturday April 22 at San Lorenzo Park. It will be a fun-filled day with environmental booths, kids' activities, an electric vehicle showcase, music and food. The City booths will include Parks and Recreation, Public Works and the Sustainability team. Please come by and say hello! To see the full schedule, please visit www.scearthday.org.







We are participating in a UCSC move out fair this week. This is part of the UCSC Good Neighbor Initiative to assist students and provide the information they need to transition from living on campus to living in the City of Santa Cruz. Waste Reduction staff will be providing guidelines for our recycling program as well as information on how to "right size" trash service to meet the needs of a student household.

We attended a planning meeting for the Santa Cruz Teen Fashion Show. We presented them with our donation of 'Choose to Reuse' water bottles. Each model will have one back stage during the event next Friday evening, April 21, at the Civic Auditorium to reduce the need for disposable plastic water bottles. Students who designed Earth and Recycling theme outfits will be invited to participate in the Earth Day Teen Fashion show the next day, April 22, at San Lorenzo Park.



Green Business

Next week is the 10-year anniversary summit of the Monterey Bay Area Green Business Program. It will be held at the Moss Landing Marine Lab on Friday, April 21. City of Santa Cruz Green Business staff will attend. The summit offers the opportunity to share ideas, inspiration and solutions to positively impact the future on Monterey Bay businesses in Santa Cruz, Monterey and San Benito counties. It is not too late to sign up to attend.

www.montereybaygreenbusiness.org.



Staff is attending the state-wide Green Business meeting in Monterey this week. This biannual meeting gives Green Business coordinators from around the state a time for collaboration, networking and strategic planning for the direction of the state-wide program.

Congratulations to the City's Engine Room on their recent Green Business certification! This is part of our new

Environmentally Preferable Purchasing Policy

Wastewater Collection/Flood Control

The winter of 2017 seems to keep on giving requiring our crews to clean the San Lorenzo River storm stations again to remove silt and debris. Staff has also been cleaning the 24" storm line on Chestnut Street to prep for in house video inspection for future CIP replacement. The Vac-Con crews are working Zone 14/Western Drive and Zone 16/the Circles.



Wastewater Treatment Facility Operations

Operations staff facilitated a tour for staff members of Las Gallinas Valley Sanitary District. Las Gallinas is in the process of upgrading their treatment plant to include a DAF (dissolved air floatation) system and came to our facility to learn about proper DAF operation (left and center photos below). The DAF system is used to separate suspended solids in the waste material from the secondary treatment process.

Utilizing pressurized air, the suspended solids are floated to the top of the tank while the water exits the bottom of the tank. The separated solids are pumped to anaerobic digesters for further treatment and subsequently generate methane gas that is used to generate electricity on-site. Water exiting the DAF is returned to the beginning of the treatment process for further treatment. Las Gallinas staff members were also very interested in our odor control systems since they didn't experience any smells normally found at wastewater treatment facilities. The photo on the right shows one of our ozone odor control systems with the added spray nozzle upgrade that was completed last week by maintenance staff and is now in full service.







Wastewater Treatment Facility Electrical/Maintenance

Electrical and maintenance staff are currently working on installing the repaired Cogeneration 2 generator. We utilize this cogenerator during peak PG&E rate charging periods to offset our operational costs for electricity, from May 1 to October 31. Each year, by utilizing this system, we produce around 845,000 kilowatt-hours of electricity at a cheaper rate than what we would purchase it at—roughly three cents per kilowatt-hour versus a purchase rate of fifteen cents per kilowatt-hour.



Engineering

The Fall 2016 Overlay Project work completed this week consisted of removal of some existing concrete curb and gutter, curb ramps, and sidewalk on California Street.

The Fall 2016 Surface Seal Project work completed this week consisted of the installation of the first chip seal layer, 1/2" SAMI-R seal, at Park Way, Wanda Court, Marnell Avenue, Lance Court, Rooney Street, Carol Avenue, Grunewald Court, Amber Lane, Rose Street, Dahlia Street, Fairmount Avenue, Melrose Avenue, Eastgate Avenue, Acacia Way, Roxas Street, and Santa Cruz Shakespeare parking lot.





Engineering staff published a Request for Qualifications to perform an onsite condition survey of the Wastewater Treatment Facility infrastructure and major equipment. The department is seeking a consultant to analyze asset condition and document this in a detailed asset database. The project will include tasks to apply asset risk management strategies to develop long term Capital Improvement and maintenance programs. Responses are due in the Public Works office on May 10 at 2 p.m.

Resource Recovery Engineering

Methane has been detected in W19G-MR, the newly constructed replacement probe for W19G-M, during weekly monitoring events over the last month. Tedlar bag samples were taken per our permit, and lab results verified the field readings of methane over the required reporting limit. Staff notified CalRecycle (our LEA) of these high readings and weekly monitoring will continue per regulation. Staff is working with consultants to develop a corrective action plan for this ongoing issue.

Resource Recovery Facility and Recycling Processing

Landfill operations continue on the south east top deck. CQA final reports were sent to the water board and we are awaiting approval to start discharging waste into Cell 3.

Recycling Processing completed the shipment of approximately 550 tons of scrap metal this week.

That was about 40 loads of scrap metal shipped this month.

Community Outreach

One Santa Cruz Waves story was posted: <u>Experience The Sierras Right Here In Our Santa Cruz</u> Backyard





Plans are in the works to celebrate National Public Works Week at the end of May with onsite tours of various construction projects.

Signage for <u>City Hall to YOU</u> was produced and will be placed in parks west of the river next week. Fliers will also go up on downtown big bellies and around town.

One press release was distributed:

New Art and Science Activities at Santa Cruz Earth Day on April 22

Akin Babatola was interviewed by KSBW for a pharmaceutical story to air on April 26. This will include an update on our Extended Producers Responsibility Ordinance.

We are happy to announce a \$1,000 sponsorship from AT&T for our Street Smarts traffic safety campaign. This brings our sponsorship total to \$7,000. We are continuing to develop various campaign elements and are working with SC County Health Services Agency on K-8 interactive assemblies for SCCS.

WATER

As always, the Water Department has several projects in the works. Our Liddell pipeline project is wrapping up with a leak test next week. Also wrapping up is the Tait well project, with installation of a fence and final paving; and the final phase of the Bay Street tanks project, with plans and specs for the landscaping.

We are collaborating with Scotts Valley Water District, San Lorenzo Valley Water District and Soquel Creek Water District on a pipe-loop study. This project is intended to provide better understanding of any changes in distribution water quality as a result of introducing surface water into other distribution systems.

Having received no bids through the formal bid process, we are re-bidding the main replacement project for River and Potrero Streets. Hopefully by modifying some of the terms of the original contract we will get at least 2-3 bids to compare and will ultimately be able to award a contract.

As you likely heard last week, the Governor has declared the state's drought over. Concurrently, state agencies released a final report that seeks to make water conservation a way of life in California. It calls for permanent new water waste prohibitions, new long-term water use targets for suppliers, permanent monthly reporting, and strengthened water shortage contingency plans. Lucky for Santa Cruz, we're already "there."

At Loch Lomond, our rangers have been busy with several interpretive events that had to be rescheduled from earlier this winter, due to the severe weather we had. Also at Loch Lomond, our full fleet of boats has been commissioned and staff has been very busy with boat rentals. The fishing is good!



Last, Rosemary met with the SCCS superintendents yesterday to go over the State Water Resources Control Board's amendment to our water supply permit, which requires us to provide free lead testing for K-12 schools. Because California has newer infrastructure and less corrosive water than other parts of the country, lead problems at the tap are uncommon. However even though the presence of lead in California's water infrastructure is minimal compared to other parts of the country, additional testing can help ensure we are continuing to protect our most vulnerable populations.