

City Manager's Weekly Update

March 10, 2017

PARKS AND RECREATION

RECREATION DIVISION

Beaches

Saturday, March 4, at 7:30am, 24 Beach Lifeguard/JG Instructor candidates lined-up and checked-in at Lifeguard Headquarters to try out for Beach Lifeguard/JG Instructor jobs this summer! By 8:00 am tryouts were underway off Cowell Beach. The physical test included a 1000 meter ocean swim within 20 minutes and 200 meter run/400 meter swim/200 meter run within 10 minutes. 17 out of 24 passed the physical test and moved on to interviews, the second phase of the hiring process. 12 of the 24 applicants were Captain Corps volunteers from last summer and they all passed the physical test and interviewed the following day!



Sports

Opening day of Adult Spring Softball was delayed due to rain on Sunday. Women's B & C1 slow pitch leagues kicked off the season Wednesday night, March 8, under the lights .

Louden Nelson Community Center

- Monday 3/6, work began on sanding and re-sealing the Auditorium floors!



- A "Women's March Reunion and Brown Bag Lunch" was hosted in Laurel Park;



while the front sidewalk and stairs were a gathering place and launching point for a group of protestors who participated in a march to the downtown clock tower.

- On Thursday 3/9, The "WAG" Walking Adventure Group will be hiking in and around Capitola Village. Thursday's adventure will include a trek up a hidden staircase, a tour of a picturesque neighborhood overlooking the Monterey Bay, a stroll along Soquel Creek, and a journey out to the end of the Capitola Wharf!



Civic

Saturday March 11th at 6:30, Santa Cruz Derby Girls return to the Civic!

As an official member league of the WFTDA (Women's Flat Track Roller Derby Association), the Santa Cruz Derby Girls are represented on a national level by our "A Team", the Boardwalk Bombshells. Consisting of the league's strongest, most competitive skaters, the Boardwalk Bombshells travel all over the country and battle the nation's best teams, competing for a spot in the WFTDA Championship. Tickets available at: SantaCruzTickets.com.

PARKS DIVISION

Ballfield Enhancements

This Saturday kicks off opening day for little league at Harvey West, both staff and little league have worked daily in preparation for this fun event. These fields look beautiful!



De Laveaga Park batter boxes received an overhaul with the installation of clay bricks that will stop players from digging deep holes into the ground. This was identified as a safety issue while softball players were running home. The repairs were completed in time for the kickoff of the adult sports programs.



DeLaveaga Trail Connector

The Earth Steward Group and Parks Staff made strides on constructing a connector trail from the Prospect Heights neighborhood to the Upper DeLaveaga Park (Shakespeare site).



Arbor Day

This week we had several volunteer projects along with continued tree clean up. The Coastal Watershed Council and staff completed the weeds clean-up along the wall and added more plant material.

In collaboration with the Cabrillo College Horticultural program and staff they celebrated Arbor Day 2017 and planted five coast live Oak trees and one Monterey Cypress along Morrissey Blvd. This project qualifies Santa Cruz to continue to be known as a Tree City.



Illegal Encampment Cleanup

The Police Department in collaboration with the Park Rangers completed a sweep of Highway 9 with a major clean-up operation of 20 illegal camps. The Downtown Ranger Unit has changed to a 10-hour work shift allowing increased coverage on Friday and Saturday.

PLANNING

Short Term Vacation Rental (STVR) Process

On March 7th, the STVR Subcommittee held their fifth meeting to discuss the framework for potential regulations for residential properties that are rented for less than 30 days at a time. There were about 50 members of the public in attendance. The Subcommittee reviewed a preliminary summary of the work to this point and determined that additional meetings would be desirable to more fully discuss some of the potential regulations relating to STVR's. Based on this additional time requested by the Subcommittee, the Planning Department will recommend that a City Council Public Hearing be scheduled for early May to extend the moratorium on new vacation rentals. The moratorium was slated to expire on May 31, 2017 and it is clear that no new ordinance will be adopted prior to that date. While all members of the Subcommittee, as well as staff, acknowledge the great amount of time that has been put into this issue up to this point, there was unanimous commitment from the Subcommittee to work through more of the details to make the potential regulations appropriate for the City. A recommendation for a new expiration date for the moratorium will be made after evaluating the progress of the next meeting.

Public Engagement Strategy Workshop in Sacramento

This week, three employees of the Advance Planning Division of the Planning Department attended a workshop relating to the challenges and opportunities for public engagement for City projects in the era of social media. The workshop was sponsored by the Institute for Local Government and related to the following topics:

- City-wide strategy for on-going public engagement as opposed to project or issue based outreach
- Budgeting time and staff resources for public engagement
- Changing the dynamic of public engagement from "3 minutes and a microphone" to a dialogue with the community

While the City already has a strong public engagement ethos for governing, we look forward to using new tools and methods to maintain and enhance community input and to engage with a broader cross section of the community in addition to those currently participating.

As a fun fact, our team took the train to Sacramento.



335 Golf Club Drive

This week, our department received an application to construct 10 residential units for the developmentally disabled on this 6.74 acre property below Pogonip Park. The parcel includes a residence that is included in Volume II of the City's Historic Building Survey. As part of the project, the applicants are rehabilitating the structure and taking advantage of an incentive we have in our Zoning Ordinance that allows variations to certain underlying development standards in exchange for rehabilitation of the historic building. In this case, the requested variation would allow attached units in a single-family residential zone. The project requires public hearings before both the Zoning Administrator and Historic Preservation Commission, which are expected to occur in the late spring/early summer timeframe. Ryan Bane will be the planner working on the application.

POLICE

SCPD Community Outreach

SCPD continues with ongoing meetings to address the Latino community. In our community



outreach, we update, inform, listen and engage in conversations regarding the immigration enforcement by ICE. The meetings have been well received. The majorities of the participants are Spanish speakers and appreciate the coordination and explanations SCPD representatives have provided.

"Thank you for an incredibly informative presentation last night at Nueva Vista Apartments. We are grateful for your time, knowledge, and your ability to engage the

residents in the conversation. You managed their comments, complaints, and questions, professionally, tactfully, and thoroughly; leaving people appreciative and with a renewed sense of trust in the police department as a whole. "-- Irma Armstrong, Resident Service Coordinator | Nueva Vista

In March, SCPD has the following meetings scheduled with the Latino community.

Christian Church of Santa Cruz -This congregation is approximately 150 strong and is composed mainly of Salvadorian nationals, half of which reside in Santa Cruz, and the other in Watsonville.

Faith-based service & community meeting hosted by Holy Cross Church in Beach Flats Park

Harbor High School ELAC meeting

Resident's Meeting - Nueva Vista Apartments

Mission Hill Middle School ELAC meeting at the school library

Neary Lagoon Apartments

Sycamore Street Commons

SCPD Safety Message This Week

If you can't completely cross an intersection, don't enter it.

Raising driver safety awareness is a priority for the Santa Cruz Police Department. By implementing traffic enforcement initiatives, offering tips on sharing the road, and participating in regional programs, the SCPD is improving safety on the streets for walkers, bicyclists, and drivers.

Check out SCPD Traffic PSA https://youtu.be/4iS_OsEsaHU



The Santa Cruz Police Department traffic unit reminds drivers not to enter an intersection until you are sure you can make it all the way through. Wait behind the limit line, not in the crosswalk, and look to see if the vehicles in front of you on the other side of the intersection have left enough room for you to make it through without blocking or stopping in the crosswalk on the other side. This chronic problem will increase in the summer traffic, and our traffic guys do watch for this!

Blocking traffic in this way means that you have entered an intersection when cars on the other side are preventing you from making it all the way through. Per California Vehicle Code section 22526, this is illegal. If your signal light cycles to red before you can get completely through the intersection, you're blocking cross traffic from moving forward and preventing mobility in crosswalks and bike lanes. This makes an unsafe situation and commonly results in aggressive driving behaviors by other motorists.

More SCPD traffic safety messages coming your way!

SCPD Community Education with Hope Services

SCPD conducted a safety presentation for our friends with developmental disabilities at Hope Services. Many in the group have integrated jobs working in our community. Officer Deeg and

CSO Wilson taught them how to take care of situations that may come up with police, fire and medical emergencies.



CSO Wilson says "We love the Hope Services clients! They are extraordinary people." SCPD encourages everyone to take an active role in their safety at home, work, and in the community.

Use of Force Training for SCPD Sworn Officers

This week SCPD officers complete additional training with less lethal TASERS and arrest control techniques. Also, our officers are trained on the policies and procedures regarding the use of force incidents.



Officers completed six scenarios which focused on armed confrontations, use of force situations where deadly force was not an option, subjects in mental health crisis or wanting to commit suicide by cop. The training focuses on tactical decision making, planning, and applications of the appropriate type of force to be used.

Officers have to make split-second decisions when it comes to using force while affecting an arrest.

Training in strategy and tactics, control and verbal techniques, and proper use of force are essential to those decisions.

The Santa Cruz Police Department exceeds State standards for in-service officer training and provides more than 80 hours of training annually. In comparison, the state standard is 24 hours of training required annually.

The department's training is overseen by a civilian with 38 years of education experience, including serving as the Deputy Superintendent for the Santa Cruz County Office of Education.

ECONOMIC DEVELOPMENT

Jaguar Restaurant Open for Business

Located at 1116 Soquel Ave (the former Lilian's location) Jaguar Mexican restaurant has officially opened its doors.

Owner, Dina Torres, started off her Santa Cruz culinary career with the opening of her first business, Café Campesino, in 2002. Café Campesino serves up authentic Mexican fare out of the Downtown Kiosk located just up the street from the Del Mar Theater on Pacific Avenue.

The kiosk program began back in 1993 with the goal of incubating small businesses and providing an additional source of positive activity on the streets. Café Campesino is a great example of the success of the kiosk program, as Dina has been able to expand her business with the addition of the brick and mortar restaurant Jaguar.



Over the years, Dina has developed a loyal following of Santa Cruz foodies who can't get enough of the handmade salsas and sauces, the fresh food made to order, and the always friendly customer service. Jaguar will be providing the same great food and great service with a wider menu of delicious options. In addition to managing the kiosk program and Café Campesino's tenant lease, the City Economic Development Office assisted Jaguar throughout their expansion process including help with permitting and the securing of a grow Santa Cruz loan.

Jaguar is open from 5-10pm every night but Wednesday.

Can't keep the Grins off our Faces!!!

You probably have read the article and heard the buzz, but it is worth repeating- Santa Cruz was ranked by the Gallup index as the highest-ranked metro area in California for overall well-being and the third in the Country—it definitely makes us smile! Didn't hurt that the New York Times wrote about it, too! Enjoy... <https://www.nytimes.com/2017/03/08/us/california-today-want-to-be-happy-move-to-santa-cruz.html? r=0>



POP UP BIZ FEST 17 is Next Wednesday, March 15 at the Cocoanut Grove from 4-7 pm. Economic Development is a proud sponsor of the event. Come on down, hear about local businesses and show your support. We will be featuring several City departments as well as some new local businesses.

PUBLIC WORKS

Streets

Crews have repaired about 600 potholes as a result of our intense rains the past few months. This week included much work on Delaware Street.



Wastewater Collection/Flood Control

Our crews have been playing catch up this week given a much needed break in the weather. The storm pump stations along the San Lorenzo River are getting a thorough cleaning of sand, silt and debris. Weed abatement is also in full swing with our Vac-Con crews tackling Zone 14 at Western Drive and Zone 15 on the Westside. Our construction crew is busy with sewer and storm line video inspections for storm related sinkholes and Capital Improvement Plan work.



Green Business

Staff of Life has successfully passed the waste audit portion of the Certified Green Business program.



Waste Reduction

On March 8 a Santa Cruz Police Officer, two UCSC interns and 10 members of the PRIDE program tested their knowledge of proper recycling and waste sorting after our Waste Reduction Assistant led them on a tour of the Recycling Center on Dimeo Lane. PRIDE is the acronym for Personally Responsible Individual Development in Ethics, a program run by the City of Santa Cruz Police Department in conjunction with Santa Cruz City Schools. Officers mentor and guide local intermediate school aged kids through a multi-faceted approach to early gang prevention. Weekly outings and field trips provide the youth with an opportunity to engage and learn about the broader Santa Cruz Community.



Community Outreach

We published a Santa Cruz Waves City Beat story which describes the many efforts of Public Works and Parks and Rec crews during and after recent storms: [STORM REPAIR IN SANTA CRUZ: ROADS, RIVER, BEACH AND PATHWAYS](#).



Staff continues to meet with community partners such as CHP and Mission: Pedestrian in planning our upcoming Street Smarts traffic safety campaign. Chipper the CHP mascot will be on hand at our Sept. 13 kickoff event to help youth and adults take the No Distracted Driving pledge. We expect the SC Warriors mascot Mav'Riks to help out at the Bike Santa Cruz County booth teaching youngsters proper bike hand turn signals. Many more family traffic safety activities are lining up for the kickoff celebration including bike rodeo and simulated distracted driving electronic games.