

City Manager's Weekly Update

June 16, 2017

ECONOMIC DEVELOPMENT

Beach Flats Park Neighborhood Mural – Complete!

After an extensive neighborhood involvement effort, the Beach Flats Mural is recently complete!

This gorgeous mural, by Irene Juarez O'Connell, features images of the Beach Flats neighborhood and Santa Cruz and was painted in part by neighborhood youth.

Here are just a few images of the 190-foot mural:



Rail Trail Arts Master Plan Progresses

The Monterey Bay Sanctuary Scenic Trail will be 50-mile bicycle and pedestrian pathway along the Coast of Santa Cruz County, from the San Mateo County line in the north to the Monterey County line at Pajaro. The City of Santa Cruz is constructing the first segment a path that will connect Natural Bridges to the Harbor in Santa Cruz. The first phase of the Rail Trail in Santa Cruz proposed for construction in 2018 by the City of Santa Cruz Public Works Department and will span from Natural Bridges through the Circles neighborhood to the Wharf Roundabout. Planning for public art along the trail is a project of Santa Cruz [City Arts](#) and the Arts Commission and will result in a "Public Art Opportunities Master Plan." Once this plan is

complete, staff will seek grants and other funds for installing public art along the trail. Local artists will have a unique opportunity to propose projects using the Public Art Opportunities Master Plan as a guide. Here are a few photos from a recent event to gather input on the public art plan and spread the good news about the Rail Trail:

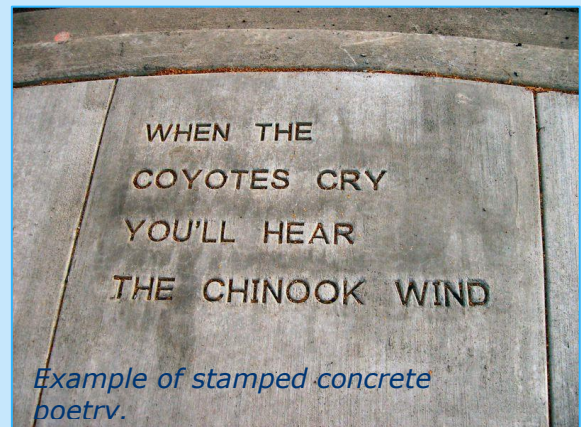


Arts Commissioner, Bennett Williamson, gets Rail Trail art ideas from a young booth visitor at the "Westside Trailmixer" event to gather neighborhood feedback.



Booth visitors creating poems.

Booth visitors at the "Westside Trailmixer" made short poems for possible inclusion in stamped concrete as part of the Rail Trail construction that may eventually look something this:



Example of stamped concrete poetry.

Ebb & Flow 2017: Celebrating the San Lorenzo River and Riverwalk!

This year's Ebb & Flow festival kicked off on Friday June 2 and continued into through the following day—celebrating the San Lorenzo River and the Santa Cruz Riverwalk with local artwork, live music, food, festivities, and family fun. Ebb & Flow is the result of creative collaborations between local artists, the Coastal Watershed Council, City Arts, the Arts Commission, Public Works and Parks departments, and many generous sponsors. Once the sun set on Friday night, the real excitement began as the crowds flocked to the river for a nighttime walk, led by a New Orleans-style jazz band. Here, they saw various sculpture installations along the river illuminated, and got to experience LED-lit aerial dancers suspended from the Soquel

Bridge. The night walk was just the beginning of activities along the San Lorenzo, which continued well into the next day.

The festival began Friday night on Cooper Street in collaboration with the First Friday activities taking place at the MAH. Here, people of all ages gathered to enjoy live music and dance performances, snack on food from food trucks and vendors, and help make crafts and floats that would be featured in Saturday's parade.



Saturday started off with the Ebb & Flow Kinetic Art parade, where people of all ages walked from the Kaiser Permanente arena, up to the river path, and all the way to the Arts Tannery. From elementary school students and their friends, to nurses from the Sutter Health Center, to Mayor Cynthia Chase decked out in glittering goldfish gear, the parade was a place where creativity ruled. Floats of all sizes and shapes competed for prizes. The categories ranged from “Best Spawn,” to “Best in Show,” which went to the deserving ‘Swallow’ group, whose iridescent mosaic-style mobile decorations on their bikes were truly show stopping.

Once the parade arrived at the Tannery, the rest of the festival went into full gear. Booths from local businesses, restaurants, and city departments lined pathways, while a gazebo near the center of the Tannery hosted various bands throughout the afternoon. Several dance groups performed throughout the afternoon, taking the river as inspiration for their interpretive choreography. The event was made even more special after the unveiling of Kathleen Crocetti’s most recent public art creation “We’re All Downstream,” a large collaborative project with various Tannery artists. The mixed-medium sculpture fused elements of the San Lorenzo from a “fish eye” perspective, interpreting its water, currents, fish eggs, and other natural features in a carefully engineered, larger than life structure.



Kathleen explained the vision for her piece as she received kudos and flowers:

“What is it like under the waters of the San Lorenzo? We invite you to come contemplate the life of the River from a fish eye view. Imagine yourself sitting on a mosaic covered cement fish egg in one of three circles of fish eggs. All around you are clumps of reed-like plants. On the wall of the shed is a lively colorful mural of huge salmon and other smaller fish that Elijah painted. Above you are bright blue strips of metal, the ripples of blue water running from the hills behind you towards the river. Floating downstream on the water canopy above you are large aluminum photo-engraved panels of artwork... it looks like some artists dropped their portfolios! You move

around, looking up, to get a good look at each one; appreciating the shade they provide on this hot June day. You see a musical score, a poem about water bugs, drawings of the river bank, paintings of water birds and fish, and leaves, and trees, and sunsets! Up there at the water line parked against the painted bank of the river on the shed is the long lost red canoe, complete with its "I <3 the Tannery" bumper sticker. You can't wait to come back at night to see how the artists interpreted starlight and moonlight on the water, you've heard it is a magical experience to see it under twinkling blue and white lights." – Kathleen Crocetti

Ebb & Flow was a place for the community to gather around the beautiful natural landscape of Santa Cruz. It provided education about the river and its ecological importance and as our source of drinking water, but perhaps most important is that this festival demonstrated how public art can impact a community, and bring new life to an area that many people may have neglected in the past. It was truly an amazing way to connect the San Lorenzo River and all that it has to offer to the Santa Cruz community.

Graffiti Abatement Program Update

The month of May had a total of 376 *public tags* that were removed by the City. May 2016 had a total of 342 *public tags*; that's a **10% increase** over last year for the month of May. This is a typical trend that happens with the nice weather and longer days.



However, the total number of tags that have been removed in FY 2017 is 3,631 (through May 31, 2017), which is a **10.38% decrease in tags from FY 2016**, which had 4,008 total tags.

The City of Santa Cruz Graffiti Abatement Program has 3 easy ways of reporting graffiti on public and private property:

- Call the Graffiti Hotline at (831) 420-5303
- Send an email to graffiti@cityofsantacruz.com
- Report online at www.cityofsantacruz.com/graffiti

Please provide a description of the tag on the object or surface and the location with the nearest address or cross street and if possible a photo.

Quick removal within 24 to 48 hours is proven to be the most effective way to deterrent against graffiti vandalism. The longer graffiti remains the greater the chances graffiti vandals will return. For more information about the City of Santa Cruz Graffiti Abatement Program, receiving a free removal kit, and other resources, please visit our website at www.cityofsantacruz.com/graffiti.

The 2017 Trolley Season is off with a Bang!

The 2017 Trolley season began the Saturday of Memorial Day Weekend. During the 3-day holiday weekend over 1,100 people road the Trolley between the beach and downtown areas.

The Trolley will run weekends and holidays noon to 8pm all summer long, and will make stops at the Del Mar Theater, Locust Street Garage, and Sanctuary Exploration Center.



Economic Development Manager J. Guevara to Give 2017 UCSC Graduate School Commencement Speech

J. Guevara was asked to share his local government career journey with the honor of giving the 2017 UCSC Graduate School Commencement address. J. started his career at the City of Santa Cruz in the fall of 2008 when the Bear Stearns investment bank failed and the economy went into a tailspin. Starting as an administrative assistant, he worked full-time at the City of Santa Cruz while completing his advanced degrees, teaching creative writing and Kresge College Core courses, and completed his Ph.D. in 2012. He has since become an expert in municipal broadband and economic development—which are obviously the truest expression of literature and the humanities, right? Wish him luck as he kicks off the 2017 UCSC commencement season on Friday, June 16. More information is available [here](#).

Business Contacts

From June 1, 2017 - June 15, 2017, the Economic Development team had the following interactions with businesses:

| | |
|------------------------------------|--|
| Open Counter Inquiry Follow Up: 57 | Permitting Assistance Requests: 9 |
| Site Selection Assistance: 1 | Façade Improvement & Sign Grant Inquiries: 4 |
| Development Project Inquiries: 2 | Downtown Kiosk Lease Inquiries: 3 |

Economic Development Coordinators Amanda Rotella and Rebecca Unitt conducted informal business visits on the Wharf on Thursday, June 15 and we're able to speak with staff from 18

Wharf businesses and left information about business resources and contact information for any follow up from our visit.

Segway Santa Cruz 5-Year Old Code Violation Case Resolved

Economic Development's Business Liaison was able to help close a code violation case dating back to 2012 for Chappell McPherson, owner of Segway Santa Cruz after coordinating a meeting with the Planning Department and establishing a clear process to bring her oversized signs into compliance. Planning and Economic Development were able to explain the signage restrictions in the zoning code and identified a simple solution that included painting over some of the additional text on the main Segway sign and completely removing the large "Urban Transportation" sign that is a holdover from a previous business venture. Ms. McPherson expressed her thanks for helping clarify the issue and allowing her to continue focusing on running her business that allows numerous tourists explore West Cliff Drive on Segways every year.



Before



After

Downtown Kiosk for Lease – Applications due June 29

The kiosk previously occupied by Press Juices & Sandwiches and located in front of Pacific Wave at Pacific Avenue and Cooper Street is available for lease. The Economic Development Department is now accepting applications from businesses interested in leasing the space. The 60 square foot kiosk space is a great opportunity for any business interested in an affordable space downtown. The kiosk can be used for food-based businesses or retail uses and this location comes with a cafe extension area to provide space for seating or limited outdoor selling.



- *Rent:* \$200-\$500, depending on monthly sales.
Security Deposit: \$750
- *Utilities:* Electricity is included in rent. Water is not included, and garbage pickup must be arranged by the tenant.
- *Hours:* The Kiosk must be open seven hours per day between 6:00am and 12:00am. The Kiosk must be open six days a week Memorial Day through Labor Day, and five days a week the remaining months. Days of operation must include weekends year-round.

We are accepting applications now through Thursday, June 29th at 4:00 pm. Applications must be submitted in hard copy to 337 Locust Street, Santa Cruz CA 95060.

Applications must include:

- Kiosk Lease Application Form (download below)
- A Business Plan
- Three Years of Income Taxes
- Statement of Finances

For more information visit: ChooseSantaCruz.com/kiosk

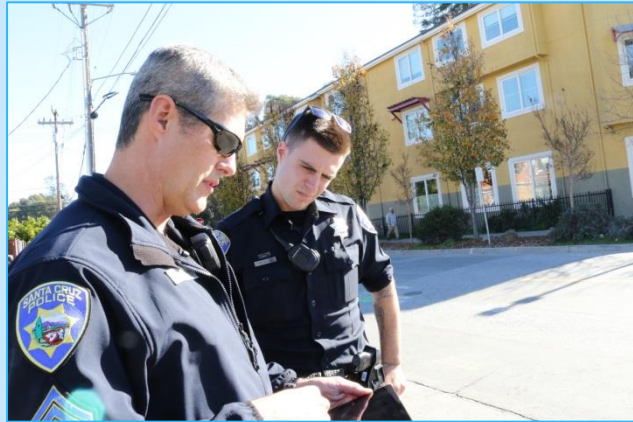
POLICE

SCPD Monthly Activity Report for May

The monthly activity report is produced by the Santa Cruz Police Department to offer transparency to the community. SCPD publishes a monthly report of statistics and activity totals as part of our mission to educate our community partners in public safety and quality of life issues. We provide the reports to through our website for review and download.

The latest monthly activity report is available online now: <http://www.cityofsantacruz.com/government/city-departments/police/crime-statistics/monthly-activity-report>

The report outlines statistics like nuisance crimes, resisting arrest, and injuring use of force totals. The report also highlights officers' workload volumes, including call volume, arrests, citations, and reports filed.



The community policing section is a snapshot of SCPD proactive activities and events in our community and engagement with our neighbors and community partners. As part of our ongoing commitment to transparency and accountability, SCPD also has in-depth [Uniform Crime Report](#) (UCR) data from 2006 to present available on our website www.santacruzpolice.com.

SCPD Torch Run for Special Olympics

This week SCPD was honored to carry the torch through the City of Santa Cruz. The torch journeyed from one end of the county to the other. Our team of runners made their way from Harbor Beach along the coast through downtown and finished on the courthouse steps.



A PROUD TRADITION - Every year a team of SCPD officers runs for this worthy cause each June. SCPD has participated in the Law Enforcement Torch Run since its inception in 1981. The Special Olympics torch is hand-carried from Southern California to the Summer Olympics site by law enforcement officers throughout the state.

This year SCPD had guest runners from other city departments join our team. Well done everyone!



10th P.R.I.D.E. Class Graduates from SCPD Youth Program



SCPD celebrated 31 youths who took on new challenges and adventures this school year in our P.R.I.D.E. Course. Personal Responsible Individual Development in Ethics (PRIDE) is a program to support middle school-aged kids. It is designed to help teens understand the impact of their life choices. Our approach is to engage, mentor and educate students on how to make healthy choices.

“The PRIDE Program gives us the opportunity to build lasting relationships with students, which can positively change the way they interact with law enforcement for a lifetime.” --Deputy Chief Rick Martinez



SCPD developed the PRIDE program working in conjunction with Santa Cruz City Schools and the County Office of Education. SCPD customized this youth program to suit a multi-faceted approach to early prevention and intervention for local youth in our community.

If you'd like to learn more about SCPD's youth programs, visit www.santacruzpolice.com or contact Community Services at (831) 420-5952 or email: lgomez@cityofsantacruz.com

PUBLIC WORKS

Engineering

Fall 2016 Surface Seal Project - Street striping and markings were completed at several locations throughout the City. New bicycle markings on Seabright Avenue shown below.



Seabright Ave.

Fall 2016 Overlay Project - Completed installation of hot mix asphalt (HMA) at Mission Street Extension, Western Drive and Swanton Boulevard. Additionally, concrete work including curb and gutter replacement continued at additional locations added by the City.



Swanton Blvd. (HMA)



Mission St. Extension (HMA)

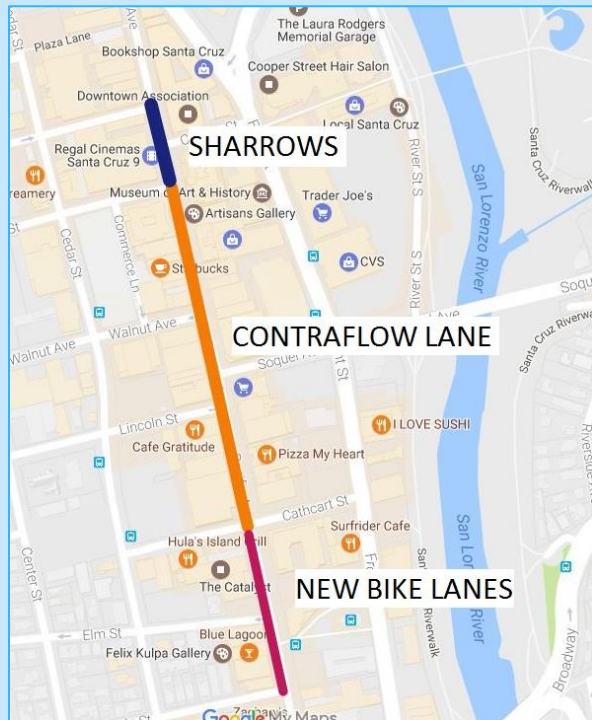


Seaside St. (concrete work)

Traffic Engineering

The Pacific Avenue Contraflow Bike Lane project will begin construction on Monday, June 19th. Overnight construction has been approved to reduce impact on vehicle and pedestrian traffic downtown. The project will allow two-way bike traffic on Pacific Avenue between Church and Cathcart Streets, with the goal of eliminating wrong-way riding and riding on the sidewalk, which are frequent issues on Pacific. New bike lanes on Pacific between Cathcart and Laurel and sharrows between Church and Locust are also included in the project, and the contraflow lane will receive a solid green treatment to increase the visibility of cyclists.

A ribbon-cutting and informational event is scheduled for Tuesday, June 27th at 12:15pm on the Assembly patio, 1108 Pacific Avenue. Information on how to safely use the contraflow lane for drivers, bicyclists and pedestrians will be presented.



- Pavement markings (green at select locations)
- No parking loss
- High-visibility crosswalks at major cross-streets
- Stop signs and stop bars for southbound bicyclists

Resource Recovery – Waste Reduction

Preparations are underway this week for the summer public tour series of the Recycling Center. The very popular tours are filling up, with the first groups coming to visit and learn this Thursday and Friday June 15th and 16th. The frame for a Recycle poster was installed on the side of the Outpost building to greet our visitors and feature artwork from our Santa Cruz Recycles poster contest.



Waste Reduction completed the new recycle cart decals. These stickers replace the current out dated decals and help our residents Recycle Right and reduce contamination in the mixed recycling carts. Collections began to place them this week.



Resource Recovery - Landfill and Recycling Processing

Green Waste Operations will be processing green and wood waste this week. Gibson Resource Group will be moving in equipment and grinding and processing approximately 2,000 tons of material.

Cell 3 operations have begun this week. Monday morning staff began pushing and compacting the first five foot layer of soft trash. The PW Engineering staff has been incredible in all of their work and effort to oversee and complete this project.



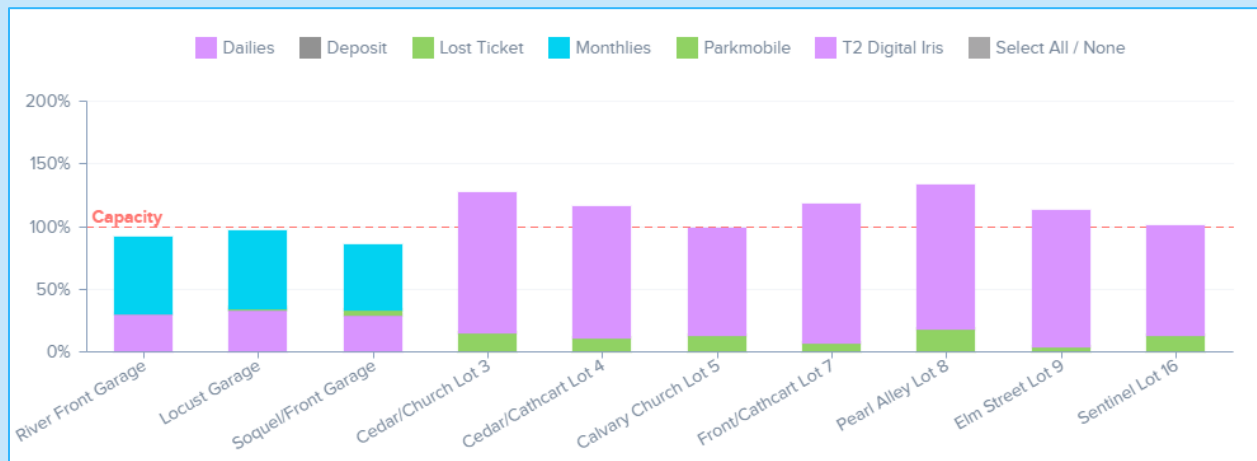
Resource Recovery - Collections

Our construction specialist modified a 500 gallon water tank to transport food waste mash to the WWTP.

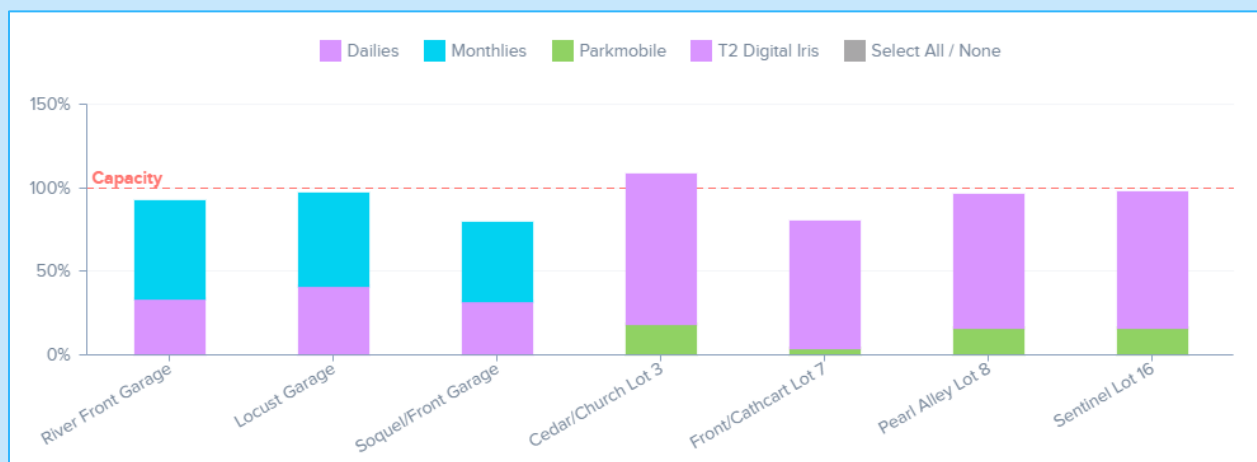
The WWTP will be testing the pH, doing a solids test and running it through the digester.



Parking Services – Downtown Parking information from *Smarking* Program



Downtown Garages and Surface Lots Peak Occupancies for June 7 – June 13



Occupancies on Wednesday, 6/14/17, at 3:00pm; a Farmers Market day. We currently have 601 names on our permit waitlists for 1,004 permits.

Wastewater Treatment Facility

Staff is continuing annual tank inspections for Primary Sedimentation Basin #2, Clarifier #1 and one of the Trickling Filters. Simultaneously, staff is emptying redwood chips from an old process that used ferric soaked redwood chips in tanks along the methane gas line to the Cogeneration Engines to treat for hydrogen sulfides. In an effort to alleviate some recent gas pressure issues and improve Cogeneration operation, the old redwood chips will be removed and the tanks will be repurposed strictly for condensate traps.