

City Manager's Weekly Update

June 23, 2017

ECONOMIC DEVELOPMENT

City Arts Update:

CALLS FOR SUBMISSIONS!

Currently we have two calls posted for submissions – [one for a new mural at SCOPE Park](#) – themed “inclusivity” and one for a new [public art sculpture downtown](#) – to be located where the pendulum piece by [Aaron Van De Kerckhove](#) had been. There may be a second location and sculpture placed depending on the quality and quantity of the submissions.



BIG IDEA DISCUSSIONS

Arts Program Manager, Beth Tobey, has convened a large working group comprised of local arts non-profits, gallery owners, arts educators, creative business leaders, Arts Commissioners, and staff from the Economic Development department. These discussions dubbed “BIG IDEA” meetings have centered on how to better support local artists and creative businesses. Many new strategies are being identified in six key areas, which were identified through extensive research done by the [Center for Cultural Innovation](#) and shown below:

ARTS INFRASTRUCTURE					
Material Supports	Validation	Demand/ Markets	Communities & Networks	Training & Professional Development	Information
Affordable studios & housing	Peer Recognition	Investors	National	Business & marketing skills	Data about trends, patterns & changes in the arts field
Health Insurance	Attendance at events	Customers	Regional	Continued artistic training	
Grants	Arts criticism	Fans	Institutional	Skills for working at the intersection of arts and other fields	
Compensation	Media coverage	Bartering	Outside cultural sector		
Equipment & materials	Awards	B Corps	Personal		
		Social enterprise			

SCRAP

The [Santa Cruz Recycled Art Program](#) (“SCRAP”) is well underway and the opening show will be first **Friday August 4, 2017** at Radius Gallery. Save the date and check out the page to learn more about the four SCRAP artists! Speaking of Radius Gallery, check out the great feature on Ann Hazels, the owner and curator of Radius [here](#), on the Choose Santa Cruz blog here. Plus, make sure you check out this four-minute [SCRAP video here](#)! This fun video highlights the efforts of SCRAP to raise awareness about our ever increasing landfill and includes interviews with past SCRAP artists about the joys of gleaning at the dump!

EBB & FLOW 2017 RECAP

Lastly, check out this great recap of the Ebb & Flow event that was held June 2-3, 2017 and make sure you check out all the amazing photos on the [Ebb & Flow Flickr account here](#).

Ebb & Flow 2017: Celebrating the San Lorenzo | by Marina Warren – City Arts intern

This year’s Ebb & Flow River Arts Festival kicked off June second, celebrating the beauty of the San Lorenzo River with local artwork, live music, food, festivities, and family fun. Ebb & Flow is the result of collaboration between Arts Council Santa Cruz County, the Coastal Watershed Council/San Lorenzo River Alliance, City Arts and the Arts Commission, several City departments and generous donors and sponsors.

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. 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.



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.

Ebb & Flow was a place for the community to gather around the beauty of the natural landscape of Santa Cruz. It provided education about the river and its ecological importance, but perhaps more importantly; it made people passionate about its beauty, history, and connection to the arts. These festivals 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 an amazing way to connect with the people of Santa Cruz, to support and enjoy local food and creative arts, and to appreciate and protect the San Lorenzo River and all that it has to offer this community.



Economic Development Update:

RADIUS GALLERY FEATURED ON CHOOSESANTACRUZ.COM



The [Tannery Arts Center](#) is an incredible gem of creativity in our community. In addition to the 100 affordable live/work units, 28 working studios, and [Colligan Theater](#), is the one-of-a-kind [Radius Gallery](#), an art gallery owned and directed by Ann Hazels.

Ann is an artist herself who shares a working studio space at the Tannery to create ceramic work in addition to her curating Radius Gallery. Ann and fellow artist Kirby Scudder leased the gallery space in the fall of 2012, which is the second largest space at the Tannery.

With her background and experience stemming from working at art galleries, Ann was inspired to reconnect with her curatorial skill set and take on the space as a new gallery in Santa Cruz. Ann and Kirby ran the space together for the first two years as the headquarters for the Santa Cruz Institute of Contemporary Art. When the original lease ended Ann took over and re-opened the space as Radius Gallery. Beyond her love of gallery work, Ann is also motivated for her desire to see growth in the professional gallery spaces available to artists to show their work in Santa Cruz.

Read the full article: <https://choosesantacruz.com/journal/2017/radius-gallery>

POLICE

SCPD Reports to Public Safety Committee

Within the last two weeks, SCPD participated in two presentations to the Public Safety Committee. Last week, the Police Auditor, Robert Aaronson, provided a report regarding Police Internal Affairs investigations for 2016 to the Public Safety Committee. The Auditor provides independent reviews of the citizen



complaints and makes recommendations regarding Police Department personnel matters and conduct. [Click here for more information about the Police Auditor.](#)

SCPD also presented a quarterly summary report of police activity and crime stats to the Public Safety Committee. The summary is an ongoing effort to increase accountability and public trust. SCPD monthly reports and statistics are produced by SCPD to offer transparency to the community. [Click here for a current document available online.](#)

SCPD Presentation on Workplace Violence

This week, Lt. Le Moss and Sgt. Garner presented workplace violence training to 60 city employees. The seminar addressed concerns about how civilians should respond to an active shooter at work.

Recognizing that episodes of workplace violence are becoming more frequent in the United States, SCPD worked with other county law enforcement agencies and created a presentation to help employers and staff learn how to make their work areas more safe and secure. The presentation also teaches employees what to do should they ever find themselves threatened by an armed individual.



The Workplace Violence Awareness & Active Shooter Seminar included information such as:

- Recognize the signs of potential violence.
- Learning the steps that can be taken to reduce the threat of workplace violence.
- Understand how police respond to an active shooter incident.
- Know how to protect yourself if an armed individual enters your workplace.

If a group or business would like to schedule this presentation, please contact Lt. Le Moss at clemoss@cityofsantacruz.com.

SCPD Community “WE CARE” Services



Pictured New Mom-To-Be Gets Help With Car Seat

SCPD is happy to report the expecting mother in the photo delivered a baby girl on Wednesday night. SCPD Officer Gomez installed a car seat for the new mom just a few days before the baby's arrival.

SCPD offers child car seat installation by one of our police officers who is a certified child passenger safety technician. Officer Gomez can also check your existing car seat for proper installment. This service is free of charge. To make an appointment, contact SCPD Community Services at (831) 420-5952 or jgomez@cityofsantacruz.com.

PARKS AND RECREATION

Jr. Guards

500 Jr. Guards and a great staff of seventeen instructors kicked off the Jr. Lifeguard program this week. Cowell Beach was filled with a sea of kids in red swimsuits running, swimming, paddling and playing beach games.



Civic

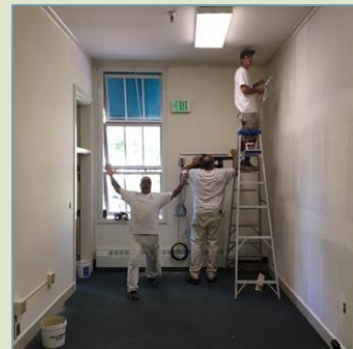
International superstar pianist [Yuja Wang](#) will be returning to the Santa Cruz Civic this Saturday, June 24 to once again perform two piano concerti - Beethoven 1 and Brahms 1. For those who missed the opportunity to hear Yuja in February, and for all those who can't wait to hear her again, this is your chance! Tickets are available at SantaCruzTickets.com!



Louden Nelson Community Center

The big news at LNCC this week is construction has picked up at a rapid pace!

We have painting happening, adding color to the walls of our newly constructed conference room and office space, installing new monitors to classrooms and a new projector in the auditorium. Construction on the lobby begins next week!



PUBLIC WORKS

Engineering

The prefabricated 126-foot long bike and pedestrian bridge for the Branciforte Creek Bridge and Multi-Use Trail Project arrived last Friday and looks great! The corten steel bridge came in two pieces on trucks by way of Colorado. Once onsite, the two pieces were bolted together then wrapped in plastic to deter vandalism prior to setting the bridge.

Depending on concrete testing on abutment #2 next week, it's anticipated the bridge will be set next Thursday or Friday, June 29 or 30. Once the bridge is placed, the bridge deck and concrete work around the abutments will be poured the following week.

The bridge is not anticipated to be open to the public until late summer/early fall after all the pertinent project work is near complete. Project work that still be done includes path and bridge lighting, fencing, construction of new drainage systems, paving of the trail and parking lot, sidewalk repairs, striping and signage, and San Lorenzo Park and riverbank restoration.



The New City Hall Emergency Generator arrived and was lifted into place.



The fall 2016 Surface Seal Project work completed this week consisted of the installation of street striping at several locations. The fall 2016 Overlay Project work completed this week consisted of grinding existing asphalt concrete at Ocean Street from Soquel Avenue to East Cliff

Drive. Also, concrete work continued at Swanton Boulevard and West Cliff Drive with removal and replacement of two non-ADA compliant curb ramps.



Fair Ave. and Delaware Av.



Ocean St.



West Cliff Dr. and Swanton Blvd.

Wastewater Treatment Facility

Work on the Tunnel Portal Box upgrade is continuing with contractors completing the pour of a new concrete pad. Staff is continuing to empty redwood chips from another tank along the methane gas line to the Cogeneration Engines, in an effort to improve our gas flows which will smooth out electricity generation. The County Barscreen, first stage of physical treatment of the wastewater, is getting an overhaul by replacing rusted internal parts with new stainless steel equipment.



Laboratory & Environmental Compliance

Under the active supervision of PW Engineering, Anne Hogan, DV Electric completed the concrete pour for the foundation of the Bioassay Laboratory. It is expected that the construction will be completed and occupancy of the building for testing will occur by August 1. The Environmental Laboratory will begin in-house testing of whole effluent toxicity for the City's permit compliance subsequently. Picture at right shows the foundation as completed on Wednesday.



A Warning Letter was issued to a national car rental business for violation of the storm drains for allowing soapy wash water into the City's storm drains without adequate containment. A call was received from a private citizen who had observed this behavior; the inspector in charge of the area responded promptly.

The management and staff of the car rental outfit were educated to contain these activities within the structure they had built for these purposes at all times. Pictures below show the runoff as captured by the Inspector.



The Environmental Compliance and Collection program are working with restaurants at the Wharf to control the excessive grease loading that has recently built up at the sewer pump station servicing the Wharf. The team introduced the Wharf tenants to the damage occurring as a result of inattention to BMPs designed to prevent grease build up at a meeting earlier this month. Most restaurants seem to have started complying with the need for greater diligence and attention to the necessary BMPs.

Resource Recovery Green Business

Green Business staff completed three new certifications and four recertifications! Congratulations to Shopper's Corner, Burger, Emeline Preschool Center, Hula's Island Grill and Tiki Room, L. Kershner Design, City of Santa Cruz Wharf Headquarters and Whole Foods Market (Santa Cruz).

Green Business staff met with Brendon Sher, Coordinator for the City of Los Angeles' Green Business Program to review strategies used in LA to recruit businesses and provide promotional opportunities for their network (like an eight part video series).

Resource Recovery Collections

Members of the Resource Recovery Collection Division worked to recover a garbage cart that had fallen into Branciforte Creek. It is unknown how the container ended up at the bottom of the concrete channel that passes behind Market St. before it empties into the San Lorenzo River. The 96 gallon cart was lifted safely out of the channel and returned to the City corporation yard where it was washed and then returned to service.



Waste Reduction

We are encouraging everyone to participate in ADOPT PLASTIC FREE JULY. Summertime brings picnics, beach parties and festivals, and with them come thousands of disposable items. PLASTIC FREE JULY started in Australia and has over 1 million participants in 130 countries. The goal is to raise awareness about single-use plastic and the negative effects of plastic in the environment. REGISTER NOW @ <http://www.plasticfreejuly.org/> to participate in this international waste reduction movement. Just say NO to the top four items this July: beverage cups and lids, plastic bags, water bottles and plastic straws.



Streets/Operations

Crews helped to repave the Municipal Wharf.



Community Relations

We published another story for our City Beat column in Santa Cruz Waves about the many free activities Parks & Rec offers in July: [JULY IS!](#)



We publicized the grand opening of our Pacific Ave Contraflow Bike Lane and welcome the community to join us at lunch hour on Tuesday, June 27. Read all the details in the [press release](#). RSVP for our [Facebook event](#).



We have translated our 9 [Street Smarts](#) media messages into Spanish for placement on City vehicles, Telemundo television station and elsewhere.

