

City Manager's Weekly Update

May 19, 2017

ECONOMIC DEVELOPMENT

Small Business Week & Food Slam

April 30th through May 6th was Small Business Week. The City of Santa Cruz celebrated with a weeklong Shop Local campaign and wrap up event. Posters promoting the week were distributed at small businesses across the City, and social media promotion by the City and participating businesses happened throughout the week.

A big piece of the shop local campaign was education around the importance of supporting local businesses and spending money locally. Each dollar spent at an independent business returns an average of 3 times more money to our community than spending at a chain store. Independent businesses employ more people per dollar of revenue, and they use a wide

range of other goods and services, expanding

opportunities for local entrepreneurs.

Independently owned small businesses donate more than twice as much per sales dollars to local non-profits, events, and teams compared to big businesses or chains. Small businesses are part of what make our community unique. They provide lots of shopping choices, create a draw for visitors and locals alike, and nurture community relationships and cohesiveness.

As a wrap up to Small Business Week, the Economic Development Departments hosted Food Slam, which included nine 3-minute food presentations. Over 100 people attended the event hosted at the Food Lounge located downtown. Presenters included Buttercup Cakes & Farmhouse Frosting, Kickin' Chicken, La Sofrita, Ulterior, Margin's Wine, Jesikah Stolaroff, Assembly, My Food Smith, and the Food Lounge. There were demonstrations on



how to frost cupcakes, how to butcher a chicken, and how to beautifully plate a meal –all presented by thriving Santa Cruz local businesses.

To read more about the event and to see additional pictures visit:

ChooseSantaCruz.com/journal



May Santa Cruz New Tech Meetup

The Santa Cruz New Tech MeetUp monthly event provides tech enthusiasts, investors, entrepreneurs, bloggers, and community members alike a chance to network and learn about new businesses and new technologies in our region. Presenting at the May MeetUp were local

companies Verve, LifeAid, Humble Sea, Conscious, OutSite, CruzFoam, Novatuer, and Mountain Sea Adventures.

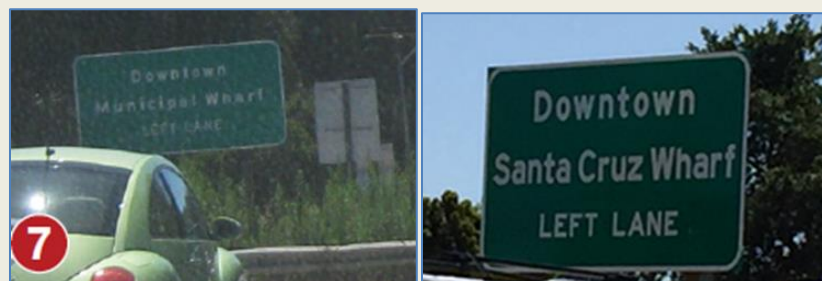
Hosted at the Hotel Paradox, over 250 people were in attendance. The Santa Cruz Economic Development Department is a long time sponsor and co-host of the monthly meetup, and recognizes the important role the New Tech MeetUp plays in the Santa Cruz Tech and local cultural ecosystems.

The New Tech Meetup happens the first Wednesday of every month. To learn more visit:

<https://www.meetup.com/santacruznewtech/>

Citywide Wayfinding Project: Progress Update

Five new signs have been installed on Highway 1 and Highway 17 as recommended in the Wayfinding Study and Initial Design conducted by Merje on behalf of the City. These signs are an early implementation phase of the larger City-wide Wayfinding project currently underway. The new signs not only provide the appropriate information to guide visitors to major destinations, they also are easier to read. Staff has worked with Caltrans over two years to accomplish this major milestone.



Staff continues to work with Hunt Design on the larger City-wide Wayfinding Design and Engineering scope and has conducted numerous stakeholder meetings soliciting input on pedestrian, bicycle and traffic circulation as well as on destinations and design. Staff will provide a more comprehensive update to Council soon regarding the leading design recommendations and options.

A SCRAP-inspired collaboration brings a modern edge to a classic guitar

Beth Tobey, the City Arts Program Manager, recently sat down with local artist Dana Peters, luthier Charles Sutton and gallerist Robert Blitzer to talk about the collaboration between Charles and Dana on a baroque-style guitar. The guitar includes Dana's abstract layered paper art inside – a new take gilded paper rosettes found in baroque guitars. Charles came out of retirement to make the guitar after seeing Dana's work at the [SCRAP show](#) in December. You can see the guitar in person this Saturday, May 20th between 1:00p.m.-3:00p.m. at the R. Blitzer Gallery located at 2801 Mission St. in the former Wrigley building. You can read the [full interview](#) on the City Arts website [here](#).



PLANNING AND COMMUNITY DEVELOPMENT

1930 Ocean Street Extension

The Draft EIR for this 40-unit apartment/condominium development was released this week, starting the required 45-day CEQA public review/comment period. Following the close of the public and agency comment period, responses will be prepared for all comments received during the public review period that raise CEQA-related environmental issues regarding the project. The responses will be published in the Final EIR. The Final EIR will include written responses to any significant environmental issues raised in comments received during the public review period in accordance with State CEQA Guidelines section 15088. The Final EIR also will include Draft EIR text changes and additions that become necessary after consideration of public comments. The Final EIR document, which includes the Draft EIR document, will be presented to the City Planning Commission for consideration of the proposed actions and recommendation to the City Council. The City Council will make the final decision on the proposed General Plan amendment, rezoning and permit applications. The City Council must ultimately certify that it has reviewed and considered the information in the EIR, that the EIR has been completed in conformity with the requirements of CEQA, and that the document reflects the City's independent judgment. It is anticipated that Planning Commission and City Council could hear the project sometime in the late Summer or early Fall. Ryan Bane is the planner working on the application.

This project consists of a General Plan Amendment, Zoning Map Amendment, Tentative Condominium Map, Design Permit, and Planned Development Permit to construct 40 units on this property. For a little background, the project application was submitted to the City in 2010, and an Initial Study and Mitigated Negative Declaration (IS-MND) were prepared and circulated for public review between September and October, 2010. Comments were received regarding both the CEQA documents and the project, including

comments regarding potential impacts of emissions from the adjacent crematory. After a meeting and public hearing in December 2010, the Planning Commission voted to continue the item indefinitely to allow staff to examine the emissions issue with the Monterey Bay Unified Air Pollution Control District. Subsequently, studies were conducted regarding crematory emissions and exposure to health risk.



A lawsuit was filed by the Applicant against Santa Cruz Memorial Park, and in 2013 a settlement agreement was reached in which the Memorial Park agreed to relocate the crematory to the west side of Ocean Street Extension. Permit applications filed by Santa Cruz Memorial Park to relocate the crematory to its generally original location at the main facility on the west side of Ocean Street Extension were approved by the City in 2014. The Ocean Street Extension Neighborhood Association filed a lawsuit against the City challenging this decision and the CEQA review. In December 2015, the Applicant and the Santa Cruz Memorial Park owners reached an agreement that cremation of corpses containing amalgam fillings would be discontinued or the fillings would be removed prior to cremation. In July 2016, a subsequent agreement was reached in which the City would issue an administrative minor modification to the crematory use permit requiring removal of dental amalgams, the source of mercury, from teeth of deceased individuals prior to cremation to prevent possible mercury emissions during operations.

Following resolution of the emissions issue, a decision was made to prepare an Environmental Impact Report (EIR) for the project. Last October, a public scoping meeting was held (an optional step under the California Environmental Quality Act) giving interested parties an opportunity to suggest potential environmental impacts to be analyzed in the EIR. The meeting was attended by about 15 residents of the surrounding neighborhoods.

PARKS AND RECREATION

Civic

The Motion Pacific's Spring Dance Showcase is this Saturday at 2pm. It will feature pieces from the current Youth/Teen classes and many Adult classes, as well as special guest artists from the community. This is a jam packed fun and fabulous family event! Ticket still available at SantaCruzTickets.com



Louden Nelson Community Center

Wednesday 5/17- The Be Natural Music - Youth Rock Concert Fundraiser was held in the Auditorium.



Thursday 5/18 – The Walking Adventure Group tours the UCSC Farm and Garden

Saturday 5/20 – Christian Youth Theater (CYT) “Honk!” loads in to begin rehearsals of their upcoming performance of “Honk! Jr.”

City Medians

This winter's rains and the abundance of sunshine recently have sparked rapid growth of vegetation across the city. Parks crews were out with continued maintenance on Swanton and Delaware Avenue promoting high visibility and public safety on the roadways.



Wharf buoys and flags

The wharf crew in cooperation with the Marine Safety Division and the Fire Department has deployed the safety buoys for swimmer protection. The placement is directed by a Marine Safety Officer and a handheld digital ranger finding device. The buoys are set 100 yards from the mean high tide line. (Note the whale spouting) The pennant flags are up along the wharf, a colorful display and notion that the summer season is upon us!



Installations and Plantings

Utilizing Measure E funds, five new galvanized Bear Can style receptacles were purchased and installed along West Cliff Dr. \$2,500 was provided by PG&E tree removal mitigation funds to plant 12 redwood trees along the Bay St median.



Service Roads Cleared

Several service roads have been taken over by the rapid growth of surrounding vegetation. The Brookwood gate, Parkway, and Pacheco service roads were all cleared this week and are now safe for use.



PUBLIC WORKS

West Cliff Coastal Commission Request

City staff met Coastal Commission staff following the recent letter being received regarding permit issues related to West Cliff Drive repair work. In that meeting, City staff reaffirmed our commitment to complete the necessary paperwork for those efforts. In addition, we discussed a path forward to develop a long-term plan for West Cliff Drive. The plan will incorporate new modeling on sea level rise and its impacts to the Coastline and consider options to protect the Coastline in a way that sustains the pocket beaches below West Cliff Drive. Public Works staff will work closely with Coastal staff in the coming months to develop the long-term plan and finalize the previous permits. That plan would go before City Council for review and approval. We will keep you posted on the progress.

Engineering

We have published notice of [the Public Hearing for Measure D's 5-Year Expenditure Plan](#). We look forward to hearing from all interested parties on May 25 after 9 a.m. at City Council Chambers.

We have completed microsurfacing installation for our Measure H Surface Seal Project. Striping will be completed shortly. Our Measure H Overlay work is currently replacing concrete, curb, gutter, sidewalks and ADA compliant ramps on Ocean and California streets.

We started replacing the sanitary sewer main at the alley between Morrissey Boulevard and Allerton Street in this first week of Eastside Alley Sewer Project construction.



Surface Seal Washington St.

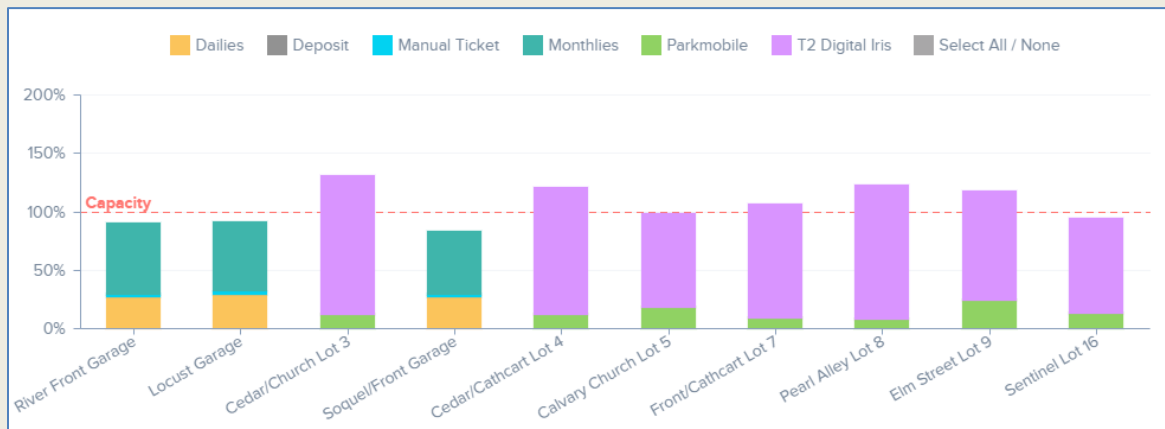


Overlay Ocean Street

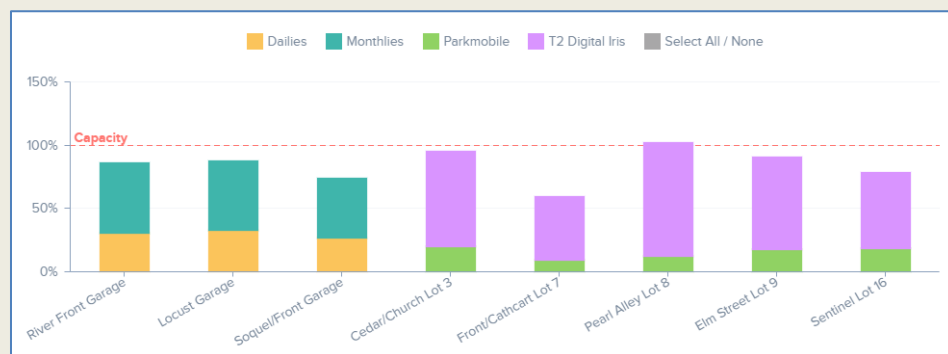


Eastside Alley Sewer

Parking Services – Downtown Parking information from Smarking



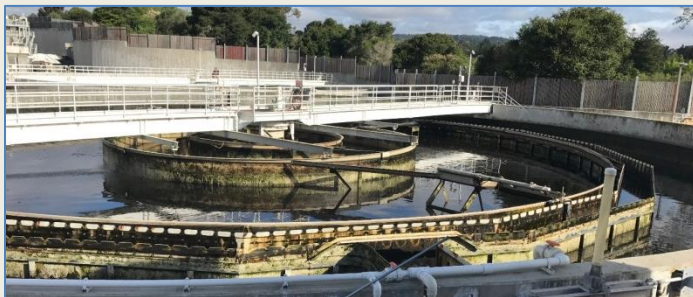
Downtown Garages and Surface Lots Peak Occupancies for May 10 – May 16



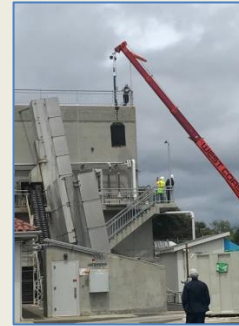
Parking Occupancies on Wednesday 5/17/17 at 2:30pm, a Farmers Market Day

Wastewater Treatment: Operations

This past busy week Operations has placed Clarifier 3 back in service after repair work was completed. We are in the process of draining and cleaning Clarifier 2. These annual tank inspections are essential to ensuring optimal performance of the treatment processes. The clarification process provides gravity separation of accumulated microorganisms that have completed their task of breaking down organic molecules present in the water.



On May 16 the County Sanitation department conducted a “Pigging” of their force main that delivers sewer water from the County to our facility for treatment. Pigging is a routine maintenance task commonly performed on sewer collection pipes, a large rubberized plastic plug, a “Pig,” is placed into the sewer and as it is forced down the pipes by hydraulic pressures it pushes along any sediment that has accumulated in the lines. Operations staff worked closely with the County to ensure safe delivery and removal of their Pig.



Construction began on May 16 of the upgrade for the Tunnel Portal Box. A larger building will be replacing the small instrumentation shed we currently have to accommodate Bioassay equipment (used to measure the amount of toxins present in the wastewater effluent and how living organisms respond). In order to install the larger building all the sampling equipment and electrical instrumentation is being temporarily relocated and will be reinstalled to a more permanent location when the new building is in place. During this temporary relocation of all our sampling equipment, operators had to hand sample the effluent and also that of Scotts Valley. Each wastewater facility has a permit from the State that stipulates the type of treatment that is approved to occur and outlines specific requirements to maintain these permits. This includes sampling throughout the facility. Scotts Valley must also maintain specific sampling requirements on their effluent, just as we do. The effluent for Scotts Valley joins our discharge pipe and during this Tunnel Portal Box work their automatic sampling machines were also disrupted.



Wastewater Treatment: Maintenance and Electrical

Maintenance staff is continuing to work on Primary Sedimentation Basin 6 annual repair work. This basin needed to have a scum skimmer device replaced, as the old one was corroded badly.

Shown in the photos below is the progression of removal of the old skimmer and replacement with the new stainless steel one.

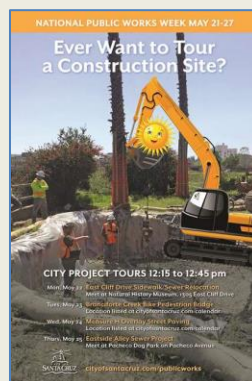


On May 16th mechanics and electricians combined efforts to quickly relocate and restore operation to electrical signals and sampling equipment at the Tunnel Portal Box. Shown in the photos below: a mechanic and electrician relocate the automatic sampler, a mechanic is connecting piping for the water to reach the sampler, and an electrician is running wire to the sampler in its new location.

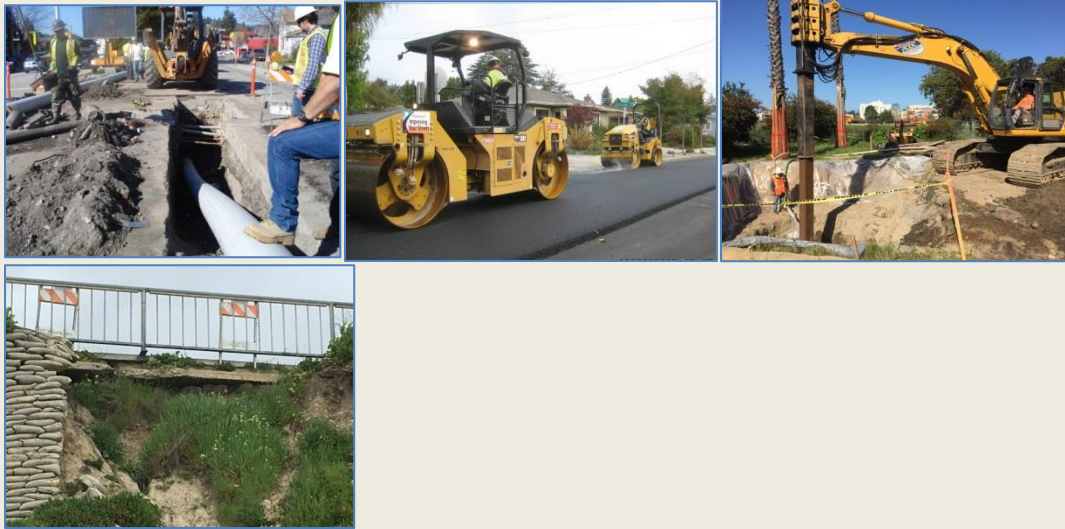


Community Relations

In celebration of Public Works Week, we will be hosting four family-friendly construction site tours May 22-25, 12:15 to 12:45 p.m. We even have bright yellow construction hats for the kids! Please join our City engineers for lunch hour tours of East Cliff Drive Sidewalk/ Sewer Relocation, Branciforte Bicycle Pedestrian Bridge Project, Measure H Overlay Street Paving and Eastside Alley Sewer projects. Details: www.cityofsantacruz.com/publicworks.



One story was placed in our City Beat Santa Cruz Waves column: [Take a Lunch Hour Tour of Branciforte Bike Ped Bridge Project, East Cliff Emergency Repair and More May 22-25.](#)



We celebrated the retirement of beloved Environmental Analyst Siobhan O'Neill after 31 amazing years with the City! We wish Siobhan a glorious Bon Voyage into this new chapter of her life!

