

## City Manager's Weekly Update

### August 11, 2017

#### CITY MANAGER

Vice Mayor Terrazas, Assistant City Manager Tina Shull, and I attended Firefighter/Paramedic Clayton Ogden's funeral service in Merced. Clayton was an amazing father and fire professional. It was a beautiful and moving ceremony filled with family, friends, and colleagues from across the region. The City's Fire Department staff played a pivotal role in coordinating the funeral service and procession, as well as assisting the family. Clayton will be sorely missed by the department.

#### ECONOMIC DEVELOPMENT

SAVE THE DATE:

#### **NOVEMBER 2 & 3 FOR OUR ECONOMIC DEVELOPMENT CONFERENCE**

As a longtime, active member of the [Silicon Valley Economic Development Alliance \(SVEDA\)](#), the City of Santa Cruz Economic Development team has collaborated with and learned from our colleagues from cities throughout the greater Silicon Valley region. Now, SVEDA is partnering with the local American Planners Association (APA), Urban Land Institute (ULI), and the International Council of Shopping Centers (ICSC), to host an innovative "anti-conference" in Santa Cruz this November to explore new retail trends, mixed use development, placemaking, co-working, and mobility.



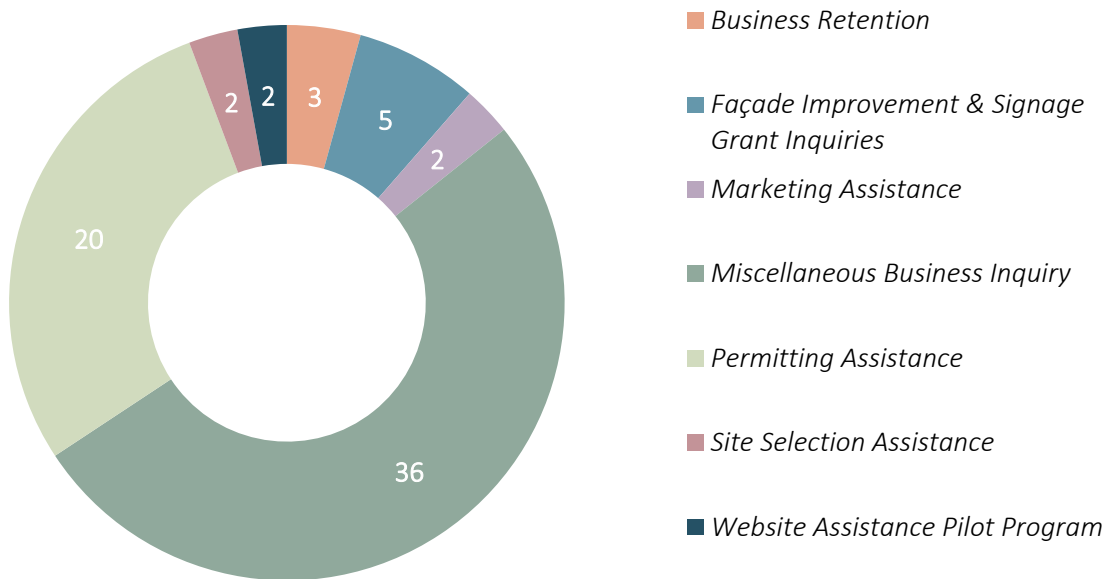
Attendance is expected to be over 100 people with rooms reserved at the Dream Inn and the majority of the conference to be held at the Museum of Art & History to show off Abbott Square as placemaking at its best. With credit hours available for the APA and the lure of Santa Cruz, we look forward to showing our best city and city policies for a vibrant economy. More details soon to follow!



Contact J. Guevara at [jguevara@cityofsantacruz.com](mailto:jguevara@cityofsantacruz.com) or (831) 420-5156 if you'd like to learn more.

## BUSINESS CONTACTS

In the month of July the Economic Development Office had over 70 different interactions with businesses ranging from business retention efforts to site selection and conversations about our various grant programs.

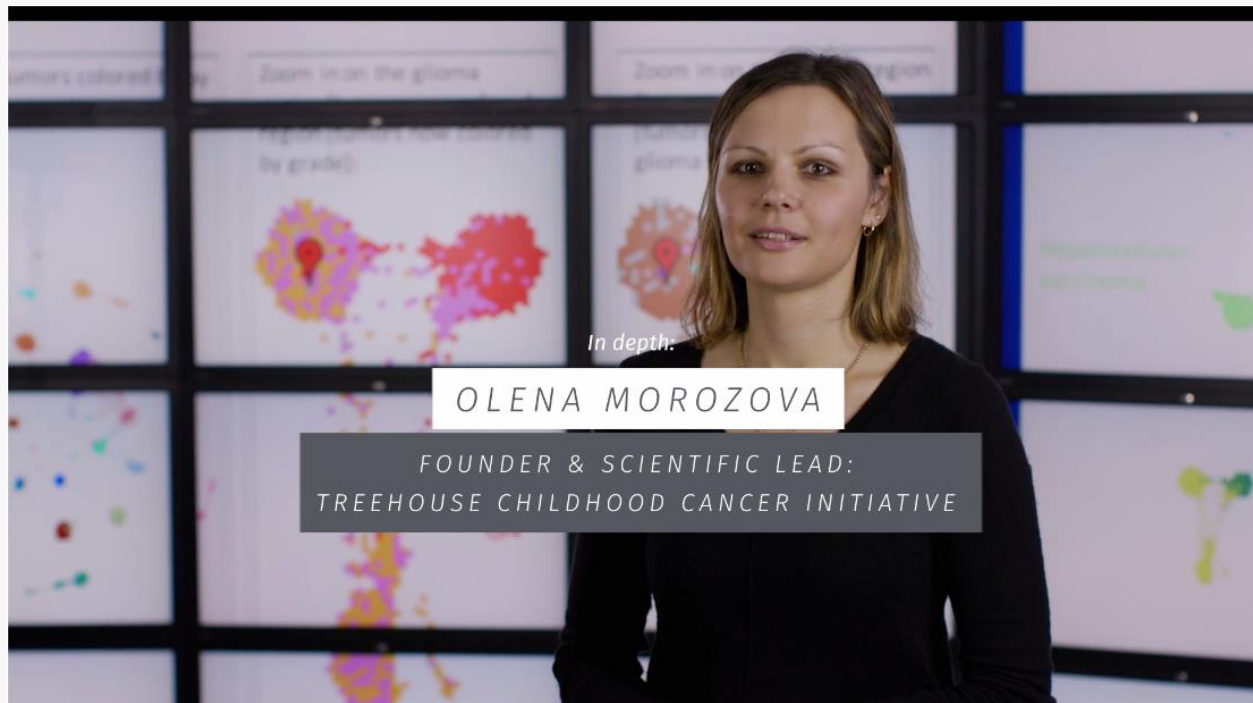


## BUSINESS VISITS

On August 10, Economic Development Coordinators Amanda Rotella and Rebecca Unitt conducted informal business walks along Ocean Street to check in with business owners, answer questions, and offer follow up on any issues. The Coordinators met with 16 businesses including the new Starbucks and Cruz Creamery that just opened at Water and Ocean. Cruz Creamery is a locally owned ice cream and frozen yogurt store and is beautifully decorated and has very friendly staff.



## IN DEPTH VIDEO FEATURES TREEHOUSE CHILDHOOD CANCER INITIATIVE



Did you know there's a group working to defeat childhood cancer right here in Santa Cruz? Our latest Choose Santa Cruz video goes in-depth to focus on the genomics industry and UCSC's Treehouse Childhood Cancer Initiative which is working to better understand and better treat cancer in children. [Read more...](#)

This is the final video in our In Depth Series which highlights business leaders across all of our nine targeted industries: retail, tech, organics, marine, genomics, sports, artisanal, creative, and tourism. You can view the full series on our website [using this link](#) and the videos are all prominently featured on the industry specific pages on website as well.

## HUMBLE SEA TURNS ON THE JUICE

For months, Economic Development has been working with Humble Sea and PG&E to expedite the electrical upgrades necessary for Humble Sea brewery to take their startup business to the next level. This has been an endless process but persistence has won out and the new Westside business is booming, now with full capacity to brew and meet demand. This is one more way how the City advocates for our local businesses as they launch and grow.



## Graffiti Abatement Program Update

Graffiti Abatement removed a total of 344 public tags in both July 2017 and July 2016.



However, the total surface area cleaned in July 2017 was 5972 sq. ft., which is an increase compared to July 2016, a total of 4115 sq. ft.

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](mailto:graffiti@cityofsantacruz.com)
- Report online at [www.cityofsantacruz.com/graffiti](http://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](http://www.cityofsantacruz.com/graffiti).



## River Update

### GOVERNOR SIGNS SAN LORENZO RIVER LEGISLATION



August 3rd the City received news that Governor Jerry Brown had signed AB 436 which was introduced by Assemblymember Mark Stone to assist in the future financing of the final phases of the San Lorenzo River Flood Control Project.

Over the last 25 years the City, State and U.S. Army Corps of Engineers have jointly funded the improvements to the San Lorenzo River Flood Control Project. Last year the Corps of Engineers informed the City that due to Federal funding cuts it could no longer participate in future river improvements. AB 436 now allows the City of Santa Cruz

and the State of California to partner in future improvements without Corps of Engineers participation. This bill was technical in nature, but is one of the strategies being used by the City to complete necessary infrastructure improvements without Federal funding. AB 436 becomes effective January 1, 2018. The City's Joe Hall was instrumental in drafting the bill that was ultimately signed by the Governor-go, Joe!

## City Arts Update

Congratulations to Cabrillo College on earning a two-year California Community College grant totaling \$700,000 to create an inclusive makerspace community! Students and the Santa Cruz Community will have access, training, and community in using 3-D scanners, 3-D printers, laser cutters/etchers, CNC machines, Computer Aided Design (CAD), a digital knife, and all prototyping and creation that this space enables.



Economic Development assisted Cabrillo College Visual, Applied and Performing Arts Dean John Graulty in assessing and connecting with the tech and education ecosystem, including participating in a Makerspace Plan-a-thon, in support of the successful grant application. Learn more: <http://www.santacruztechbeat.com/2017/08/08/cabrillo-college-awarded-major-grant-build-makerspace-community/>

## POLICE

### SCPD Chief Mills Officially Takes the Helm



### SCPD Installs Carbon Monoxide Detectors in Patrol Ford Explorers



SCPD is taking action over concerns that the National Highway Traffic Safety Administration is expanding a probe into 1.33 million law enforcement Ford Explorers. Carbon monoxide fumes from Ford Explorer patrol vehicles are seeping inside the SUVs, and causing officers to be sick.

This week, carbon monoxide detectors were installed in all Ford Explorers in SCPD's fleet. The monitors are installed behind the front passenger seat. Carbon monoxide can lead to nausea and shortness of breath.

The cause of the malfunction is being investigated and a permanent solution is yet to be identified. "Officer safety is paramount," said Sergeant Bush. As a precaution, carbon monoxide detectors are necessary until the issue is resolved by Ford."

### Great Police Work - SCPD Shooting Investigation Leads to Arrest & Search Warrant Nets Drugs, Firearms & \$36,500

After an in-depth investigation, Santa Cruz Police arrested Deshawn Hatfield in the 7/16 /17 attempted homicide shooting, which also led Detectives to a drug dealing operation. Santa Cruz Police Department and the Neighborhood Enforcement Team (NET) executed a search warrant at a residence in the 100 block of Kennan Street. Officers found 20 grams of methamphetamine, 1 pound of cocaine, 14 ounces of crack cocaine, 5 pounds of marijuana, firearms, dozens of rounds of ammunition, and \$36,500.



Said Chief Mills, "I cannot express how grateful I am to my officers who made the arrests possible. Because of their efforts, the suspect involved in the attempted homicide is now in custody. It was the great teamwork and effort of our detectives and Neighborhood Enforcement Team who pieced together facts and circumstances leading to the identification and apprehension of the suspect which then also allowed us to shut down a drug operation." More details on SCPD Blog <https://goo.gl/UaTFtC>

### ESU Dive Team & City Wharf Maintenance Crew Train Search And Recovery Techniques

SCPD Emergency Services Unit (ESU) Dive Team collaborated in cross-agency training with the City Wharf Maintenance Crew. Divers executed search and recovery drills on and off the Santa Cruz Wharf. Every member of the SCPD Dive Team and City Wharf crew passed with 100% competency.



## PARKS AND RECREATION

### East Zone

Capitola Road vegetation management phase two was completed this week. Cutting back 5' from the sidewalk improves pedestrian travel and opens up sightlines for enforcement teams.



### Golf

The DeLaveaga Golf Course hosts the 26<sup>th</sup> Annual Santa Cruz City Amateur Championship this weekend, August 12-13. All ages are welcome; there are currently 142 players registered with the youngest aged 15! This is the first year with a Super Senior flight for those aged 65 and older. The course is open to public spectators if you want to come out to watch; the Championship finish on Sunday afternoon is always exciting!





## **NorCal**

The Jr. Guard NorCal competition had another successful year. The wharf crew set the sand mounds for the Challenge Run Relay event. It is quite a sight to see. A good time was had by all!



## **Summer Camps**

We are in the last full session of Summer Day Camp programs at Harvey West Park and Main Beach. So far this summer, we have had 780 children come through our six various camps. Summer Camps have enrolled the highest numbers in over eight years. There is a final one-week camp being offered before school starts for those who just didn't get enough!





## WATER

Just before I started to write this, a man came into the lobby of our customer service area. He reported to one of our customer service representatives that he was suicidal and needed help. While two of our representatives sat and talked with him, a third called 911. Within a few minutes the police had come and the man was taken to get help.

This is a good opportunity for me to acknowledge that the Water Department customer service staff is exceptional. While supporting a suicidal man until he can get help doesn't happen often, it's not unusual to see our staff holding customers' babies, children or dogs so that the customer can more easily pay their bill, or for our customer service staff to go put their own money in customers' parking meters for them so that they won't get a ticket. It's also not unusual for our customer service staff to help customers with City-related issues that have nothing to do with water or utilities. They truly are the face of our City and we're so lucky to have them.



Joanna Garcia, one of our great customer service representatives

Each year, the Water Department is required to produce a Consumer Confidence Report on the quality of our drinking water in a format dictated by state and federal regulations. The report is a summary of the water quality tests performed in the prior year which includes all detectable and regulated compounds (AKA contaminants) in both treated water and raw water sources. The most essential testing that we perform is our bacteriological monitoring program, which tests for unwanted bacteria, viruses or parasites. We strictly follow the state and federal regulations on a pre-set schedule and for a population the size of Santa Cruz; we conduct at least 100 tests per month just for coliforms and *Escherichia coli* alone. The Consumer Confidence Report for 2016 is now available, and can be found at [www.cityofsantacruz.com/ccr2016](http://www.cityofsantacruz.com/ccr2016).

Last but not least, we completed replacement of a leaky 8" cast-iron water main from 1946 on 14<sup>th</sup> Avenue this week. After 70 years in the system, we felt our community had gotten their money's worth from it.

## PUBLIC WORKS

### **Engineering**

Our repaving of Ocean Street as part of the Fall 2016 Overlay Project included installation of 1" asphalt leveling, TruPave paving fabric and 2" of asphalt concrete overlay from Soquel Avenue to East Cliff Drive.



Ocean St from Soquel Ave to Broadway



Ocean St from Broadway to East Cliff Drive

We are making terrific progress on the construction of our Branciforte Creek Bike/Ped Project with completion expected ahead of schedule. Stay closely tuned!



### **Resource Recovery Waste Reduction**

We have a new [video](#) that explains our SCRAP RECYCLED ART program. The second SCRAP art show is now up at Radius Gallery through Aug. 27. [More info.](#)



Waste Reduction staff visited the Davis Street Transfer Station and Education Center in San Leandro. We learned about their recycling school tour program and discussed recycling in the context of the Next Generation Science Standards. Staff also toured El Cerrito's Eco Park, a self-serve recycling center that includes bins for recycling, HHW, E-waste, and a reuse Exchange Zone.



Trash Display in Education Center



El Cerrito Eco Park

Staff is working on a food service business outreach letter that will inform businesses of proposed changes to the Environmentally Acceptable Packaging and Products Ordinance. As recommended by the Public Works and Transportation Commission, the proposed changes will be presented to City Council in September.

Staff is working with collections to schedule site visits at food service businesses to begin our Food Scraps Collection Program later in August. The program will begin with a combination of restaurants, bakeries, grocery stores and commercial kitchens. Businesses are excited about the program and eager to participate. Below is a poster that businesses are receiving as part of the outreach effort.



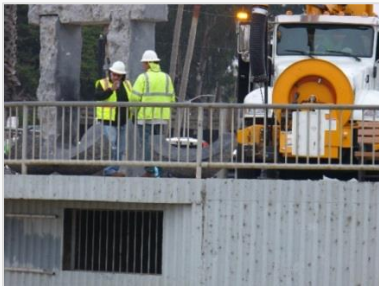
### Wastewater Treatment Facility

Numerous large pumps throughout the plant are being taken apart and repaired as needed to ensure continued water movement throughout the treatment process. Operations staff have been adjusting and optimizing hydraulic flows out of distributor arms for the trickling filters where the bulk of the biological treatment occurs.



### **Laboratory and Environmental Compliance**

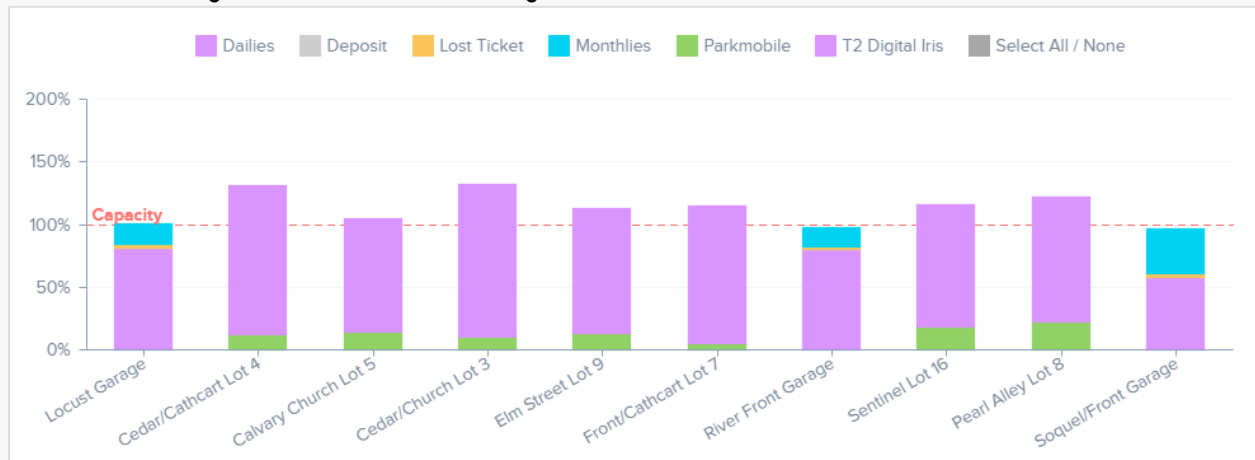
The Laboratory working in coordination with Collection and Flood Control staff sampled the beach vault, the gravity mains and the force mains draining to the beach around Cowell this week. Numerous samples were taken to the lab to be tested for fecal indicator bacteria; caffeine as well as DNA markers of dog and human bacteria. These tests help the City to resolve the integrity of the sewer system and to investigate the probable sources of the indicator bacteria in the water. After the sampling by the laboratory, staff of the Collection system evacuated the content of the beach vault and transported its contents to the wastewater treatment plant for treatment. The laboratory documented the exercise with photographs including one that showed the continuing impacts of birds in the area.



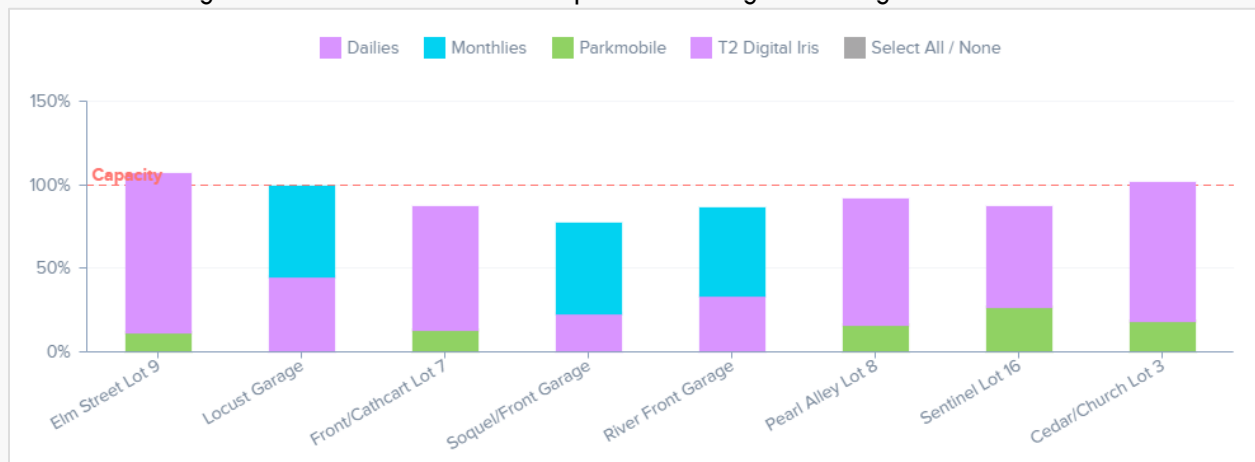


## **Parking Services**

Downtown Parking information from Smarking:



Downtown Garages and Surface Lots Peak Occupancies for August 2 – August 8



Parking Occupancies on Wednesday 8/9/17 at 3:30pm, a Farmers Market Day

We currently have 445 names on our permit waitlists for 748 permits.

## **Community Relations**

The first two Street Smarts banners were installed at Kirby and PCS schools. Another 10 will be installed next week at all SCCS middle and elementary schools.



Our Street banners will be installed next week as well. And KION and Telemundo will begin airing our first back to school public service announcements. Check out [this one in English](#) and [this one in Spanish](#).

### **Ocean Street paving media placements**

KSBW ran [this story for](#) several days Aug. 4-7 with prominent mention of funding through Measure H tax dollars.

KION's story was similar and again featured Public Works Assistant Director Chris Schneiter:

["santa cruz public works" on KION \(CBS\) - Monterey, CA](#) 08/07/2017 17:01:37