

City Manager's Weekly Update

July 14, 2017

ECONOMIC DEVELOPMENT

JUMP ON! - CITY OF SANTA CRUZ FINALIZES BIKE SHARE AGREEMENT



Just before the July recess, Economic Development completed negotiations with Social Bicycles for the 250-bike bike share agreement. We've been engaged with several potential sponsorship partners in the healthcare industry and continue to make progress on securing funding to move forward with a potential system launch by October. Public Works staff is working with Social Bicycles to perform community outreach to design station hubs this summer. Additionally, we are coordinating closely with UCSC Transportation and Parking Services (TAPS) to ensure system integrates with UCSC for maximum impact on transportation options for students, faculty, and staff for the largest employer in the area.

Red [Jump](https://jumpmobility.com/) bikes will most likely be the primary sponsorship brand, tying in with a Bay Area-wide effort, with opportunities for local companies to join as secondary sponsors including special edition bicycles, app marketing integration, social equity initiatives, and safety and education. Learn more about the exciting bike share system branding at: <https://jumpmobility.com/>. At a minimum, the Santa Cruz system will have 50 electric pedal assist bikes as a part of the initial 250-bike system. The agreement incentivizes growth to a 400-bike system by year 4.

This project also continues to highlight the collaboration across departments where J. Guevara in Economic Development completed negotiations and business modeling, and Claire Fliesler and Amelia Conlen in Public Works provide transportation expertise, community outreach, and project implementation to this game-changing transportation option for our community. Contact Economic Development Manager J. Guevara at (831) 420-5156 or jguevara@cityofsantacruz.com if you have questions about the agreement and bike share sponsorship possibilities.

NEW INTERPRETATIVE SIGNS ON RIVERWALK



In 2014 the City received a grant from the State of California Natural Resources Agency's California River Parkways Program (Proposition 84). Utilizing these funds the City has installed lights and exercise equipment on the Santa Cruz Riverwalk between the Kaiser Permanente Arena and the Water Street Bridge.

Most recently, this grant has funded an exciting new addition to this same reach of the Riverwalk. Three interpretive signs have been installed next to the pedestrian bridge, between the Soquel and Laurel Street Bridges

and near the Kaiser Permanente Arena. Each interpretative sign is individually themed featuring birds, fish and the history of the river. The project involved a collaboration of the Economic Development, Public Works and Parks and Recreation Departments. The sign design and text was created by Jane Bolling Design and information for these three signs was provided by the Santa Cruz Bird Club, the City's consulting river and bird biologists, the County's fishery expert, MAH and the photo archives of the Economic Development Department.

Given the intense public use of this section of the Riverwalk the signs have been designed in a resilient manner and can be easily replicated and replaced, if vandalized. Small viewing platforms were installed to separate sign viewers from other trail users.

Affordable Housing Update:

WATER STREET AFFORDABLE HOUSING UPDATE

For the Future Housing, the developer of the 41 unit affordable housing project proposed for 708-718 Water Street, responded to comments from the June 27, 2017 City Council meeting by modifying the design. The new plans have been resubmitted to the Planning Department. Changes include:

- Windows for the ground floor storefronts were changed from arched to square windows to create a more welcoming entry and enhancing the pedestrian experience.
- Arched windows were added for detail on the upper levels and additional l banding trim was added to create more visual interest and reduce massing.
- Building articulation was increased by further stepping back the 4th floor and varying the 4th floor paint scheme. Solid walls replaced some open railing on upper floor balconies to enhance visual articulation at those levels as well.
- Adjustments were made in the awnings and additional iron work added where some awnings were removed.

The first building design was presented at the 6/27 City Council Meeting, followed by the proposed revisions below.



City Arts Update:

DIVERSITY CENTER YOUTH MURAL TO BE PLACED AT LOUDEN NELSON CENTER

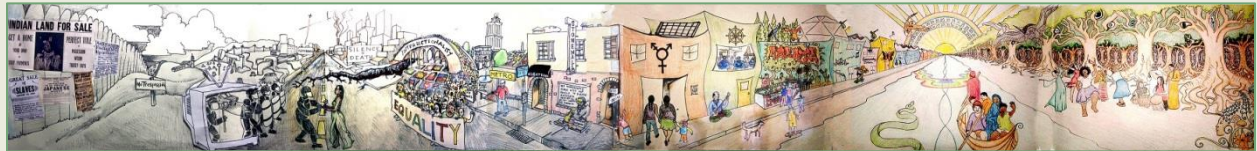
At their June meeting the Arts Commission unanimously approved a mural project developed by local teens that will be placed on the wall/fencing at the corner of Laurel St. and Center St. at the Loudon Nelson Community Center.

The mural, titled “*Unify, Decolonize, Thrive*” represents the past, present and future of marginalized groups – with particular focus on LGBTQIA or, as they simply say - “queer youth.” Artists Manny Garcia and Oliver Whitcroft presented the mural project to the Commission—thoughtfully discussing the broad range of images and how they had developed the themes in conversation with the teens. “It was particularly important to the teens that the mural show solidarity with all marginalized groups” explained Manny Garcia - noting that many queer youth also belong to other marginalize groups.

The mural starts out in the past – showing real news stories pulled from historical archives in Santa Cruz County – about slavery, seizure of tribal lands, Chinese indentured labor, and the

Japanese internment camps during WWII. Moving towards the present the mural transitions from gray tones into color, depicting local and national history.

You can zoom/expand the image embedded below by dragging the corner - or go the City Arts blog to see a [larger image here](#).



The healthy, thriving future is one in which we are all – literally and metaphorically *in the same boat*. The symbolism is that of life, transformation (the serpent) as well as mythical creatures which show a caring for the land, a love of the sacred and a vibrant future. Police are depicted meditating and doing yoga.

In addition to testimony, the Arts Commission reviewed comment cards collected at a neighborhood meeting (which is required as part of our mural policy for any mural placed on city-owned property) and also asked a variety of questions. Teens involved in the project, Sadie Reeve and Andrew Sandez, spoke in favor of the mural.

Andrea's comments, in particular, moved the Commission:

This mural symbolizes our struggle, our resilience and it is absolutely necessary that the next generation learns from this and creates a better brighter future right here in Santa Cruz County. - Andrea

The presenters took a celebratory photo outside before skipping off for the night – seen here:

Left to right /top to bottom: Oliver, Sadie, Alex, Manny and Andrea

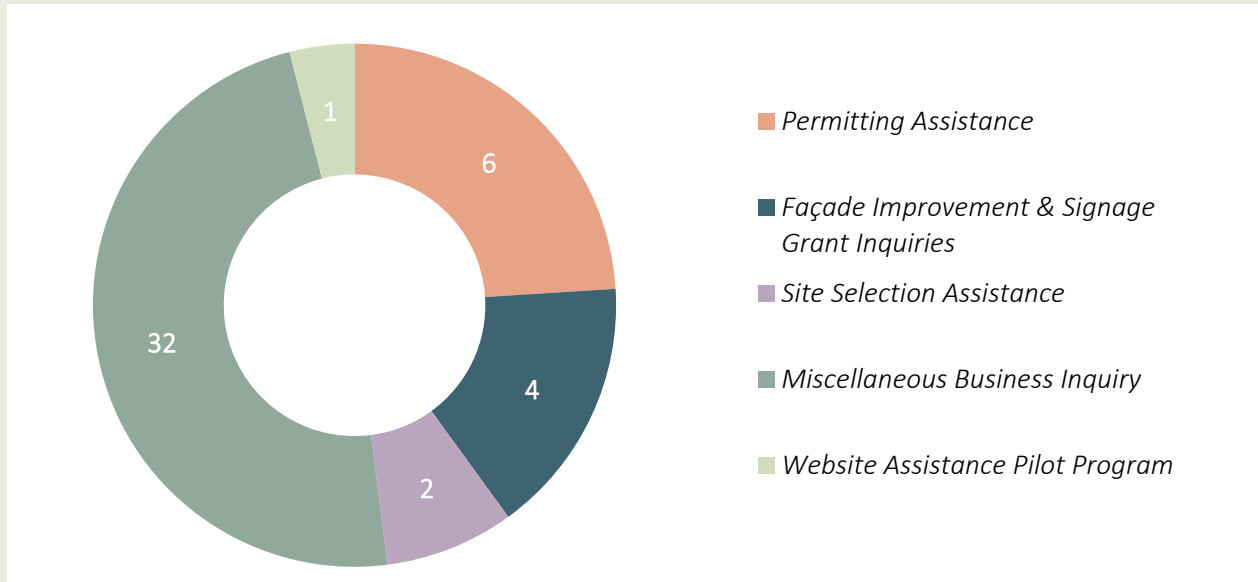
The 1/10th scale mural rendering is available for viewing (photos really don't do it justice) at Beth's table in the Economic Development department. Feel free to stop by or call Beth at 420-5154 or email her at BTobey@CityofSantaCruz.com if you would like to see it in person.



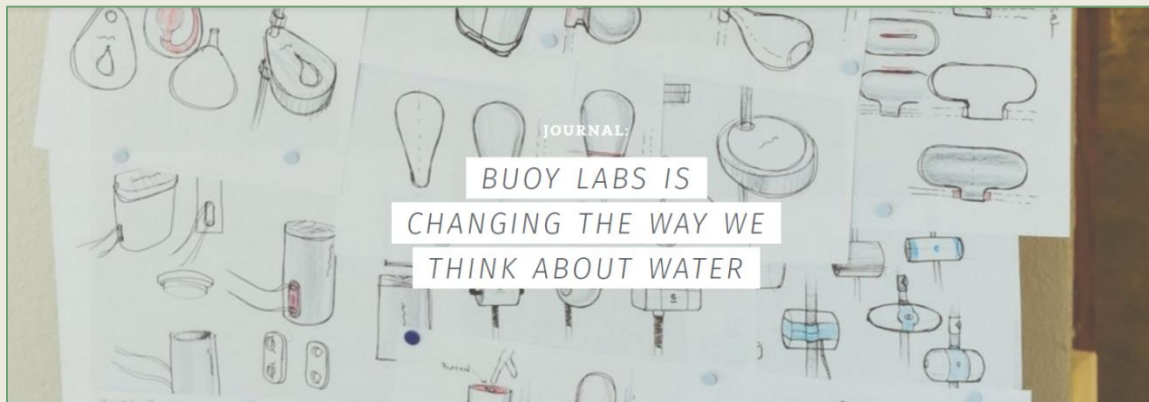
If you have ideas or suggestions regarding ways to expand the impact and reach of the mural project, please let Beth know. Beth has been talking with Diversity Center staff about including a symposium or some kind of educational element with the mural, highlighting LGBTQIA issues and concerns and which invites the public in a deeper understanding of what it means to be an ally with members of the queer community.

Economic Development Update:
BUSINESS CONTACTS

From July 1, 2017 – July 14, 2017, the Economic Development team had the following interactions with businesses:



CHOOSE SANTA CRUZ PODCAST: EPISODE TWO – BUOY LABS



We interviewed Keri Waters and Hilary Bryant from Buoy Labs in their Westside Santa Cruz location for the second episode of our Choose Santa Cruz podcast. We learned about the inspiration for the Buoy, the Buoy Labs startup journey, about the "Ocean's 11" team of talent who have made the buoy a reality, and about how the Buoy is changing the way we think about water. Take a listen and subscribe to our Choose Santa Cruz podcast: [Click here to listen.](#)

Graffiti Abatement Program Update:

The month of June 2017 had a total of *309 public tags* removed by the City's Graffiti Abatement Program, 15 more tags over last year's 294 for June 2016.



However, the total number of tags that have been removed in FY 2017 is 3,940 (through June 30, 2017), which is a *1.71% 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

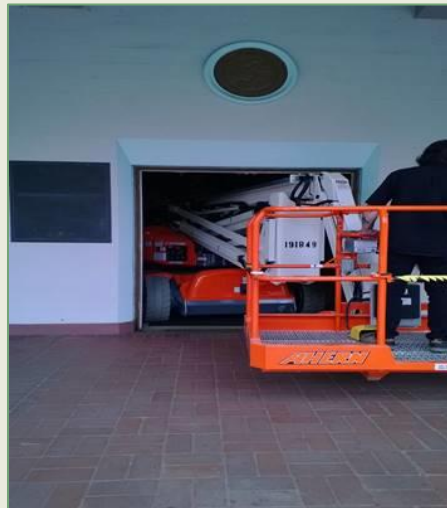
Please provide a description of the tag on the object or surface and the location with the nearest address or cross street and if possible a photo.

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.

PARKS AND RECREATION

Civic

Civic staff had a challenging time moving in and out a scissor lift. The lift was used to make major improvements to the lighting system. These improvements will provide better lighting, a modern computerized monitoring system and major energy savings! Well worth the challenge.



Aikido Retreat presented by Aikido of Santa Cruz is being hosted at the Civic this week. This 5 day intensive workshop starts Wednesday July 12 and runs through Sunday July 16. Over 100 participants will be practicing the art of Aikido with instructors from around the world.

Louden Nelson Community Center

Monday July 10th – the Ping Pong Club invites the public to join for a free week of games as part of **July is Parks & Recreation month!**



Two very popular City Parks & Recreation classes “Batman’s Master Mechanics with Lego” and “Let’s Cook! For Kids” began week long courses in room 5 and the kitchen.

Saturday July 15th – The Wacky Carnival in Laurel Park offers tons of free fun with a 20 foot inflatable slide, face-painting, carnival games, tasty treats and more! From 1:00 – 3:00pm.



Teens

As part of **July Is Parks and Recreation month** the Teen Center held their annual Teen Glow-in-the-Dark Volleyball on Friday, July 7. This event was held at Main Beach and approximately 70 teens participated. Along with Teen Center members and Junior Leaders, teens from the community and teens visiting Santa Cruz attended.

Arana Gulch

It's time for the annual mowing of the grassland on the exterior of the cattle grazing areas (approximately 14 acres) at Arana Gulch for fire management and weed abatement purposes. A flail mower was used and helps break-up the grass into smaller pieces which in some places are taller than six feet in height. The mulching decreases the layer of dead grass that remains after the mowing. A bird study was conducted prior to the mowing and no nesting birds were observed.



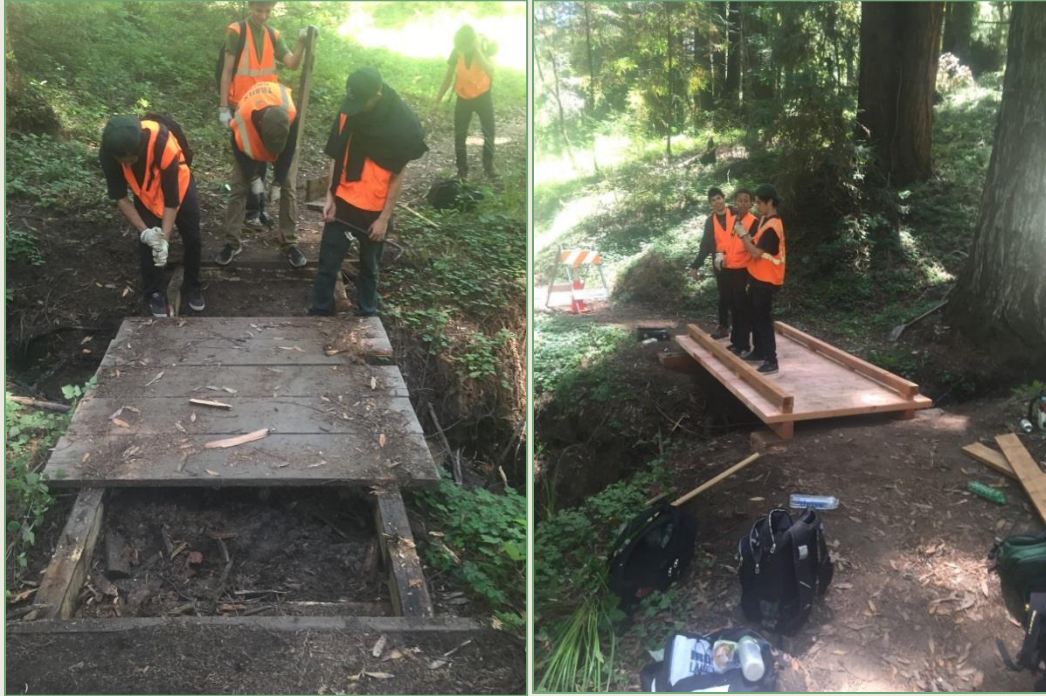
Clean-Up

A large camp cleanup at the Arana Gulch watershed was completed this week. Over 2,780 lbs. of trash and a truckload of recyclables were removed. Forty needles were also recovered from the site.



Trail Work

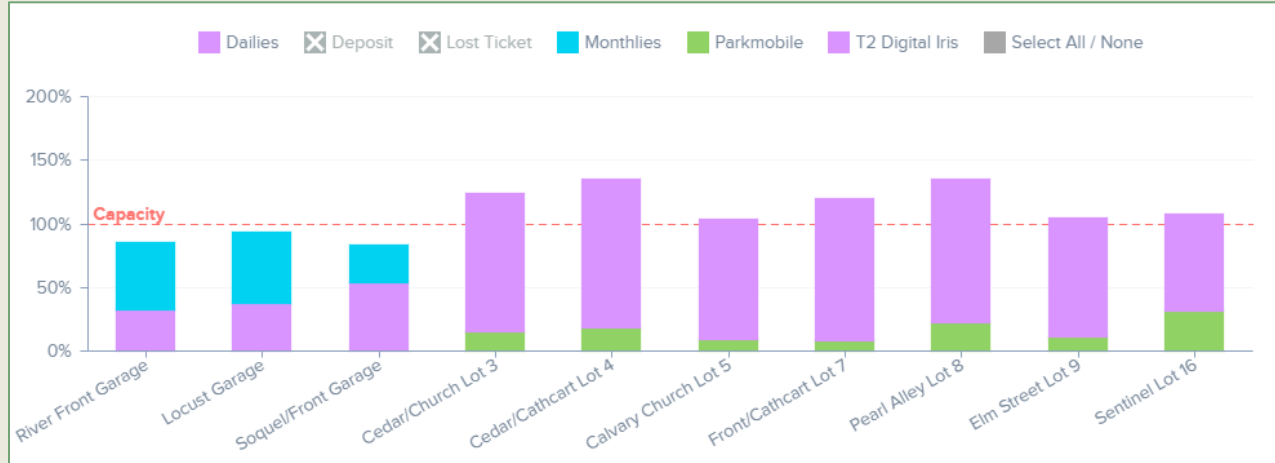
The Summer Youth Trails Crew replaced a bridge in Pogonip this week. They are working hard and learning mad skills. They call themselves, "Boyz-in Oak".



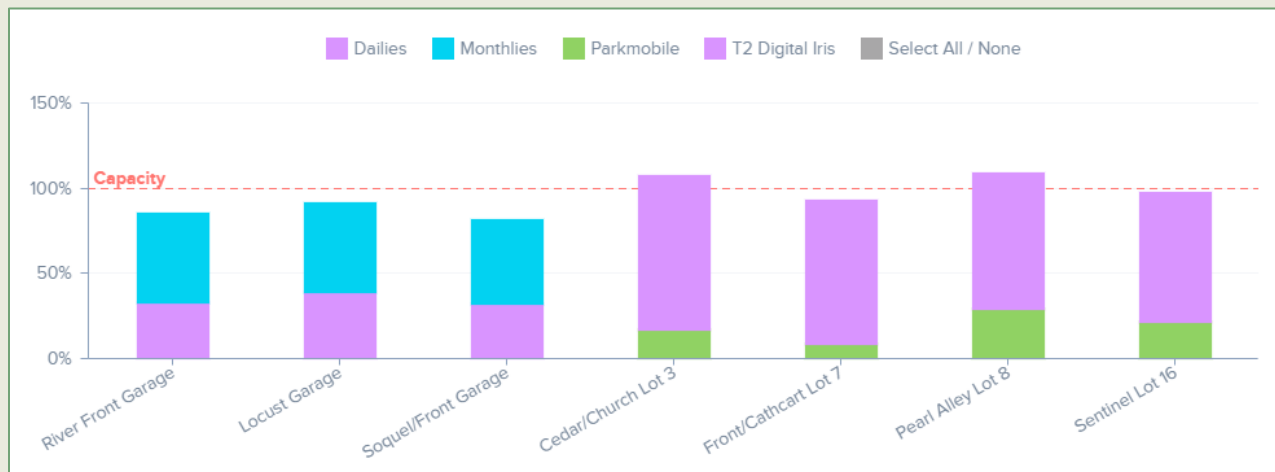
PUBLIC WORKS

Parking Services

Downtown Parking information from Smarking:



Downtown Garages and Surface Lots Peak Occupancies for July 5 – July 11



Parking Occupancies on Wednesday 7/12/17 at 3:30pm, a Farmers Market Day

We currently have 518 names on our permit waitlists for 870 permits.

Wastewater Treatment Facility

Maintenance continues to work on rebuilding and installing the County Influent Channel bar screen. Operations, with the assistance of Line Maintenance, continue to remove redwood chips from the third and final methane gas condensation tanks. Maintenance, Operations and contractors review the scope of work for the Secondary Clarifier 1 tank coating project, prior to full mobilization.



We started the removal of equipment of the County Bar rake on June 20. All of the Mechanical equipment has been overhauled and all of the chain links replaced on both track rails. The electrical should be completed before the county bypass flow is routed back to the county feed channel.

Laboratory & Environmental Compliance

The shell of the new Bioassay Laboratory was installed yesterday at the facility; and the electrical cables have now been pulled into the structure. Pictures below were taken as the structure was being installed.



Community Relations

All graphics and voiceover have been delivered to KION/Telemundo for creation of Street Smarts PSAs.

We have completed text, Spanish translation and sequencing for our long-form Street Smarts print ads to be placed in Good Times from September - June 2018. We are in negotiations with Comcast as a possible new media sponsor – fingers crossed.