

City Manager's Weekly Update

July 21, 2017

ECONOMIC DEVELOPMENT

Affordable Housing Update

HABITAT DEDICATION CEREMONY - 430 AND 430-B FREDERICK ST

Habitat for Humanity Monterey Bay held a dedication ceremony on Monday, July 17, 2017 for its newly constructed homes at 430 Frederick St.

Funded in part by the city's HOME entitlement grant, the project consists of a two-bedroom single family dwelling and a one-bedroom ADU.

Deed restricted to be affordable to households earning no more than 60% of area median income; the units provide a sorely-needed entry into the red hot housing market in Santa Cruz.

Buyers must invest at least 500 hours of labor on the project, and take title to the property as "tenants-in-common". Future sales of the units must comply with Habitat's and the City's affordability covenants.



Santa Cruz Mayor Cynthia Chase, Councilmember Cynthia Mathews, Habitat homeowner Margie Ackerman, Arthur Armstrong (son of Habitat homeowner Dirlei Barauna), Habitat homeowner Direlei Barauna, and Habitat Executive Director David Foster at the dedication ceremony for Habitat's latest project.

Annual Affordable Housing Monitoring

Did you know that the Economic Development Department Housing and Community Development Division conducts annual monitoring of affordable housing projects and ADUs? Through the monitoring process the City verifies that property owners are complying with their respective affordable housing agreements. The monitoring differs depending on the type of housing being monitored, including Measure O owner-occupied and rental units, ADU owner-occupied and affordable ADU units, HOME-assisted rental units and HOME-assisted First Time Homebuyer units, and projects created with the help of Redevelopment funds.

What happens if there is an issue of non-compliance?

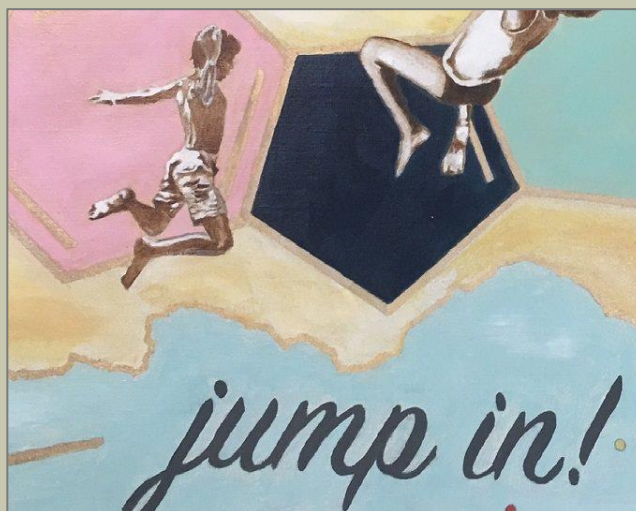
The City works with property owners or managers to get units back into compliance. If Housing and Community Development staff cannot get an owner or manager into compliance, the case is referred to Planning's Code Compliance Division. The ultimate goal is always compliance.

City Arts Update

SCOPE PARK MURAL OPEN HOUSE AND PUBLIC HEARING FOR NEW MURAL

City Arts and the [Santa Cruz Arts Commission](#) invite the public to view the draft concept for a new mural at Scope Park - next to the Clock Tower at North Pacific and Mission St. on **Wednesday, August 2, 2017 from 5:00pm-6:30pm**. The artist will be on site taking comments in preparation for the Arts Commission decision – which follows on **August 9, 2017 from 6:00pm-7:00pm** with a public hearing regarding the proposed design. There will be time for public comment at this meeting. The meeting will be in the City Hall Council Chambers – 809 Center Street.

Artist [Sarah Bianco](#) was selected based on the concept she presented to a selection panel and her thoughtful view of inclusivity. Inspired by ideas of children and their openness and of dissolving boundaries, her concept features children jumping in a variety of poses, the Santa Cruz coastline, a web of honeycomb and dots and the phrase "Jump In!" The mural represents connection and taking risks. To her, for a community to be inclusive all of us must take personal responsibility for including and connecting with others.



If approved by the Arts Commission the new mural will replace the current mural, *Moonlight Dance*, which has been a cherished symbol of the open and accepting culture of Santa Cruz for almost 25 years. First installed at Scope Park by Peter Bartczak in 1993, the artist graciously gave his blessing for a new mural on site – and a Farewell Party was held on July 15, 2017, celebrating the mural and his legacy.

Economic Development Office Update

MONTHLY ECONOMIC DEVELOPMENT NEWSLETTER RESULTS

Open rate	37.7%	Click rate	4.3%
List average	31.8%	List average	5.5%
Industry average (Government)	20.9%	Industry average (Government)	2.5%

The Economic Development Office sends out a monthly newsletter highlighting the latest stories published on ChooseSantaCruz.com as well as upcoming events and key resources relevant to the business community. This month's newsletter was sent to over 1,200 subscribers and had an open rate of 37.7%, well above the 20.9% industry average, and a click-rate (percentage of readers that click on various links in the newsletter) of 4.3%, above the 2.5% industry average. To view the newsletter and subscribe to receive it in your email inbox every month [visit this link](#).

NEW BUSINESS WELCOME LETTERS GO OUT MONTHLY



Every month, the Economic Development Office sends out a welcome packet to new businesses and new business owners that have applied for their Business License. This is one of many ways Economic Development connects with businesses and lets them know that the City is here to help.

The packet includes a welcome letter signed by the Mayor and Economic Development Director and includes information about the business support Economic Development can provide as well as other resources available to businesses. Also included in this packet are flyers from the Small Business Development Center about

their resources and yearly Small Business Brown Bag Series, and the Green Business Program on the Green Business Certification Process.

Already this year, 121 new business packets have gone out or are in the process of being mailed to new businesses and new business owners.

Trolley Update

FUELING THE TROLLEY



The Santa Cruz Trolley runs on Compressed Natural Gas (CNG). CNG vehicles typically have 20% fewer greenhouse gas emissions than gasoline powered cars, and CNG on average costs 1/3 less than conventional gasoline. While this is great for the environment, fueling the Trolley has often been a challenge since there are only a few local locations that can accommodate the Trolley's fueling needs.

The Trolley has fueled at the County CNG fueling site for the past 5 years. At the beginning of July, staff learned that the County fueling site had

been decommissioned as of June 30th. While the County fueling site was expected to close sometime this year, it was anticipated to not happen until the fall. With only a few days' worth

of fuel left in the Trolley tanks, staff reached out to UCSC Fleet Services for their help. The trolley was able to fuel just in time to start the weekend service. Trolley staff is currently working with UCSC to develop a long term fueling agreement, and is looking forward to a continued partnership with UCSC fleet services.

Graffiti Abatement Program Update

GRAFFITI REMOVED FROM GUARD TOWER AT MAIN BEACH



On Friday, July 14 the Graffiti Abatement team worked swiftly to have numerous tags removed from Guard Tower 4 at the Main Beach before the Boardwalk opened to guests. Through coordination between Economic Development's Graffiti Abatement Program Manager and the Boardwalk's Guest Services we were able to make quick communication with Front Office staff and the Manager on Duty to get permission for the Graffiti Contractor to access Entrance 5 to get onto the Boardwalk strip and was able to remove the graffiti from Tower 4 and double checked that there was no graffiti on Towers 2, 3, and 5 before the Boardwalk opened at 10:00 am.

Asset Management Update

Uncle Poop's Annual Statistics

Uncle Poop's Pet Waste Removal for FY 17 has removed a total of 2,932 incidences of waste in the CRM District, which is 14% less than FY16. The total of human waste was 417, which is a 44% increase from FY 16.

Downtown Outreach Worker Annual Statistics

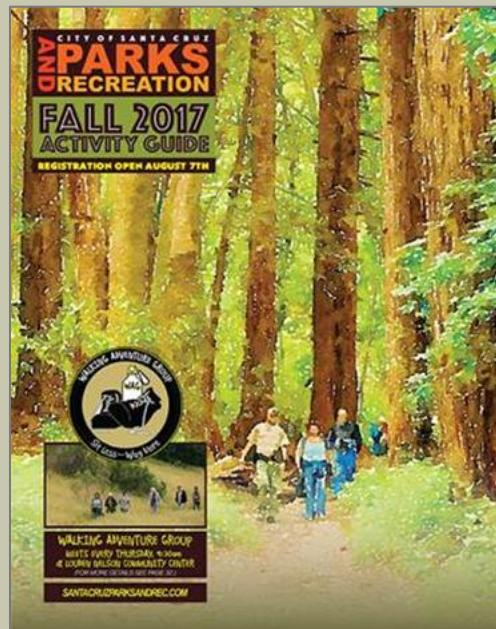
The following chart shows some of the most significant statistics from the annual contacts made by the Downtown Outreach Worker (DOW) comparing FY 2016 with FY 2017. The DOW made 28% more contacts with individuals in FY 17 over FY 16. Some standout increases in assistance provided by the DOW were seen in housing/shelter, medical care, veteran's services and mental health treatment.

Downtown Outreach Worker Contacts Comparison FY 16 to FY 17			
July - March	Total FY 16	Total FY 17	Percentage Change
Unduplicated Individuals Contacted	708	909	28.00%
New Individuals contacted this month	473	537	13.00%
Number of Individuals Carried over from Previous Months	274	372	36.00%
Total Number Of Contacts	1052	1324	26.00%
Number of contacts for designated DOW case mgmt	171	222	30.00%
Number of contacts with MDT identified "top 25"	193	192	0.50%
OUTCOME/RESPONSE			
Housing or Shelter Obtained	109	252	131.00%
Medical benefits obtained	34	23	-32.00%
Medical Care obtained	65	156	140.00%
Veterans Services	4	25	525.00%
TAY	0	1	0.00%
5150 hold	0	0	0.00%
Homeward Bound	83	107	29.00%
Crisis De-escalation	167	246	47.00%
Benefits obtained	34	52	53.00%
Mental Health Treatment	14	36	157.00%
Substance Abuse Treatment	19	21	10.00%
Employment	21	2	-90.00%
Enrolled in education program	5	0	-100.00%
Provided transportation to services	138	205	48.00%
Incarcerated	9	17	89.00%

PARKS AND RECREATION

Activity Guide

Parks and Recreation fall activity guides were mailed this week. The guide is also available on the Parks and Recreation website with classes viewable on our Web Trac scheduling system. Registration begins August 7th on-line, in person and by phone/mail. Scholarship applications are now available on-line and in our office. Scholarship deadline date is August 1st. Look for some fun new classes this Fall including Skateboarding, Karate, Workout in the Woods, Africardio Dance and Artist Experience



Jr. Guards

Monday of this week kicked off Second Session of Jr. Lifeguards. 450 Little Guards and Jr. Guards were swimming, paddling and running to earn their patch! The John Wayne Cancer Foundation presented their *Block The Blaze*, public education campaign on sun protection and skin cancer prevention, providing every Little Guard and Jr. Guard with a hat and sunscreen.

Jr. Guard Exchange from France - 11 Jr. Guards and 3 Instructors arrived from a small town in the south of France to join the Santa Cruz Jr. Guard program for 2 weeks. In addition to participating in Jr. Guard morning workouts they have enjoyed the Santa Cruz Beach Boardwalk, Movies on the Beach and Friday night beach concert. Friday, July 28, Harvey West Park Clubhouse, will end their stay with a pizza dinner for the Jr. Guard families that opened their doors to them to provide a fantastic cultural experience.

Regional Competition- 61 Junior Guards and 9 Instructors will be traveling all the way down to Silver Strand State Beach, Coronado, to participate in this year's Regional Competition. This is an opportunity for Santa Cruz to show off their great skills to our SoCal friends. GO City!

Special Events



July Is Parks Make Life Better month finishes strong with Food Trucks in San Lorenzo Park on Friday, July 28th, 5:00 – 8:00 pm. The theme is Recreation with Parks and Recreation staff on hand to talk about our fabulous parks and programs. Summer Camps staff will lead field games for kids 5:00 – 6:00 pm. Stellaria aerial artists and instructors of our Parks and Recreation aerial class will perform at 6:30 pm. And of course LOTS of Food Trucks! This event will feature Discretion Brewing and Alfaro wines. Join us to celebrate why Parks DO Make Life Better!

Civic

The Civic staff is working hard getting ready for Cabrillo Festival of Contemporary Music. CFCM will “load-in” and take residence on Tuesday 7/25 and remain in the building through the last performance on August 13. Civic staff is getting the building ready with the new monitors with video feed of the auditorium, first time use of the new LED lighting system, and fresh paint throughout the building.

The Church Street Fair, August 5 & 6, [stage schedule](#) is now available!

Park Host Program at Harvey West Park

Preparation continues for the “Park Host Program” recently approved by City Council for Harvey West Park. Demolition of a dilapidated storage shed at Harvey West Park will make way for a privately owned RV and a Park Host that will help monitor activities at HWP. In addition to site improvements, staff are working with HR to develop a sound selection and screening process for park host applicants.



Pogonip and Rail Cleanup Project

A joint Ranger, PD, Roaring Camp cleanup project on July 19th, collected over 7000 lbs. of debris and metal. Staff along with Labor Max loaded 4 flatbed train cars of debris which was transported to the landfill and recycling center. The project requires a second day of clean up that is scheduled for July 21st.



PUBLIC WORKS

Resource Recovery

The Storm Water and Refuse and Recycling programs recently had additional pole banners made for both the Ocean Street corridor and the beach area with a “Help Keep Our Beaches Clean” message for residents and tourists. The banners were made by MPress Digital, a local Green Business.



As part of the Resource Recovery Facility’s Industrial General Permit requirements, engineering staff submitted the 2016-2017 Annual Report to the State Water Board.

The facility’s Solid Waste Facility Permit has been renewed and the next permit review date will be May 27, 2021.

Green Business

Congratulations to Buttercup Cakes and Sockshop & Shoe Company—both of these Green Businesses were recently recertified!

The Santa Cruz County Green Business Academy started on July 14. Three City of Santa Cruz businesses are participating and hopefully will get through the certification process by the final session in late September. The photo shows businesses completing a waste sorting relay.



Engineering

Street striping was installed this week as part of the fall 2016 Surface Seal Project. This included Seabright Avenue.



The fall 2016 Overlay Project work completed this week consisted of the demolition, removal and replacement of damaged concrete pavement panels on Ocean Street.



We have distributed a press release and posted information online regarding PG&E's California and Laurel Project to enhance pipeline safety and reliability in the City of Santa Cruz. This work may impact traffic at times from now until late October. [Read more.](#)

Wastewater Treatment Facility

Maintenance and electrical/instrumentation continues to work on the in-house rebuild and installation of the County Influent Channel barscreen. Electrical/Instrumentation and Maintenance also combined their efforts to install a new foul odor fan. This replacement fan is oriented in the opposite direction of the original so custom fabrication was involved. Operations continues to ensure facility operation while two contractor projects are in full swing: the Tunnel Portal Box upgrade and Secondary Clarifier 1 tank coating.



Laboratory & Environmental Compliance

Prof Anicet Blanch, University of Barcelona, Spain, a renowned expert in microbial source tracking stopped by the laboratory and chatted with staff on bacteriophage and caffeine uses in tracking water quality and pollution this week. Prof Blanch's university and our laboratory are cooperating in developing a training video on bacteriophage* sampling and analyses. The video which will have the seal of the City of Santa Cruz as an owner will first be presented at the international Water Environment Federation Technical Conference in Chicago in September 2017.

*Bacteriophages are viruses present in sewage impacted water, and only infect bacteria and many experts including USEPA believe that they will help define pollution better than the current bacteria indicators.

Pictures below show Prof Blanch who was accompanied by his son, Pau Blanch, signing the lab copy of "Microbial Source Tracking: Methods, Applications and Case Studies" published by Elsevier.



Community Relations

We continue work on Street Smarts campaign elements and have begun discussing ways to launch and promote a new Go Santa Cruz! Transportation campaign.

We have concluded our ParkCard video PSA which will soon be posted online.

POLICE

Inspirational Teen Cyclist Visits SCPD



Sixteen-year-old Travis Risley is riding his bicycle from the border of Oregon and California to the Mexican border to raise money for the California Peace Officer Memorial. Last Friday, Travis traveled through Santa Cruz on Day 7 of his journey. SCPD provided the escort for Travis during



his trek through the City of Santa Cruz.

Travis made a special stop at SCPD's Memorial Garden where The entire staff welcomed him and presented him with a donation and tokens of appreciation.

Before getting back on the road, Travis spoke to the SCPD Teen Public Safety Academy about his experience.

Japanese Police Department Study SCPD Policing Strategies

This week, Sergeant Eveleth, provided a tour and presented classroom case studies in policing practices. SGT. Eveleth with the support of a translator discussed how our current software and patrol beats work with the standard model of policing. While preventive patrol remains one patrol approach in Santa Cruz, the department is committed to evaluating patrol strategies for efficient public safety services.



SCPD and Japanese counterparts discussion focused on determining the cause of a crime, identifying effective strategies, and utilizing multiple resources to find long-term solutions.

SCPD Teen Public Safety Academy



Those Who Don't Jump Will Never Fly!

SCPD's Teen Public Safety Academy is back in action this summer. Our popular program gives Teens 13-19 first-hand experience of what Santa Cruz Police and Fire do. All the cool police and firefighter stuff. Plus, training, tactics and job duties.

We wish them all the best as they complete the dynamic one-week program designed to educate and empower. The course helps teens better understand the positive impact first responders have in our community.

Officer Erlach Presented 10851 Award

SCPD's own Bernadette Erlach received an award and "10851" pin for her efforts in recovering numerous stolen vehicles this past year. 10851 is the California Vehicle Code section for automobile theft. Officer Erlach recovered a total of 15 vehicles. 4 of them resulted in the arrest of the occupants. The total value of the recovered vehicles is \$78,500.

The "10851 Award" is presented by the AAA and the California Highway Patrol to recognize outstanding achievement in the detection, investigation, and apprehension of automobile thieves.



WATER

This weekend we have a big project kicking off. One of our key water mains under River Street is almost one-hundred years old. While being a century old is something to celebrate if you're granny Mabel, it's unfortunately bad news if you're a water main. The project beginning this weekend will replace the water main under River Street, as well as the water main under Potrero Street, which has had frequent leaks and breaks in addition to causing frequent headaches for our Distribution staff.



Because of the location of the work that needs to be done – on a well-used traffic corridor – much of the work will be done at night, at least through mid-October. From mid-October through March 2018, work will be done during daytime hours. Two-way traffic will be maintained at all times, but folks will likely experience more traffic and delays. Our sincere apologies; we will do all we can to minimize impacts on the community. If you'd like to read more details on the project, please click [here](#).

Loch Lomond Recreation Area staff recently partnered with PD to take twenty at-risk youth on an interpretive hike through the park, followed by a paddle-boat excursion on the lake. Empirical research demonstrates the impact that nature can have on behavior; by all (anecdotal) accounts, the Loch Lomond field trip with PD was a success.



Interpretive hike in Loch Lomond

CITY MANAGER

San Lorenzo River Walk

For over a year now, the Rotarians have weeded, mulched and planted a parklet along the Santa Cruz Riverwalk. The Rotarians and the City of Santa Cruz Parks & Recreation staff have contributed to a more beautiful park for the community to enjoy and healthier habitat. On Friday, July 14, a ceremony was conducted to unveil this parklet. Councilmember Noroyan attended and spoke on behalf of the City thanking the work of the Rotary, Coastal Watershed Council and staff.

Coordinated by the Coastal Watershed Council, the Adopt A Parklet program connects local groups and businesses to the San Lorenzo River through the adoption of park spaces at the ingress and egress points of the Riverwalk park. These triangular shaped areas, known as parklets, were once overrun with invasive species.

