

City Manager's Weekly Update

October 13, 2017

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT LAUNCHES NEW CHOOSE SANTA CRUZ VIDEO SERIES

Collaboration is everywhere in Santa Cruz. From entrepreneurs that come together to start a new business, to businesses sharing materials and supplies, we are a community that loves to work together. Our newest Choose Santa Cruz video series, The Sit Down, is all about local businesses that work together. The first video in this series features long time Santa Cruz business [Santa Cruz Guitar Company](#). We got to sit down with Richard Hoover, founder and CEO, to learn more about his business and his collaboration with [Ventana Surfboards and Supplies](#) and [Sylvan Music](#).



Watch the full video and read the article:

<https://choosesantacruz.com/journal/2017/collaborations-community-santa-cruz-guitars>

The video has been viewed over 1,800 times on Facebook, and over 1,000 times on Vimeo and ChooseSantaCruz.com combined.

Housing Update:

JOIN US DURING AFFORDABLE HOUSING WEEK FOR TWO FREE HOUSING TOURS

Are you interested in learning more about affordable housing in Santa Cruz?

This year during Affordable Housing Week (Oct. 19 – Oct. 28) there are two FREE opportunities to see what affordable housing looks like in our City. These tours are filling up fast, so run, don't walk to your computer to reserve your spot today!

Tour the Tannery Artist Lofts on Monday October 23rd from 2 – 4 pm. Join the City of Santa Cruz at the Tannery Artist Lofts for a walking tour of the campus and learn how this historic site became a City project and a 100% affordable mixed-use housing project on a diverse and vibrant arts campus. Please email Amanda Rotella at arotella@cityofsantacruz.com to reserve your spot for the tour. For more information on the Tannery, visit their webpage here: <http://tanneryartscenter.org/>

Also available in October is the Affordable Housing Trolley Tour. This tour will be held on Thursday October 26th from 9 – 11 am. The Affordable Housing Trolley Tour is a driving tour of the multiple affordable housing projects throughout the City of Santa Cruz aboard the Santa Cruz Trolley! This is the same tour the Economic Development Department sponsored on September 26, 2016. There will be no walking around the different housing projects on this tour. Please email Jessica Mellor at jmellor@cityofsantacruz.com to reserve your spot for the tour. For more information about the Affordable Housing Trolley Tour, see our journal article about it here: <https://choosesantacruz.com/journal/2015/trolley-tour-of-affordable-housing>

Please note that both tours are available on a first come first serve basis, and only those with a confirmed reservation will be able to attend the tours. There is no cost to attend either tour.

PLANNING AND COMMUNITY DEVELOPMENT

On October 12th, the Planning Commission reviewed the **Downtown Recovery Plan Amendments** and the related Environmental Impact Report (EIR) and voted 5-0 to recommend that the City Council approve the project and certify the EIR. Eight people spoke at the public hearing with five speakers in strong support. The new development standards are examples of regulatory modifications to directly support opportunities to increase housing in the City, which has been the focus of Council discussions for the past several months. The plan amendments reflect Smart Growth and Sustainable Community principles that are key values to the City. The plan further reflects the successful recovery from the 1989 Loma Prieta earthquake and provides a forward-looking vision for lower Pacific Avenue and Front Street portions of downtown. The Downtown Plan and EIR are tentatively scheduled for Council review on November 14th.



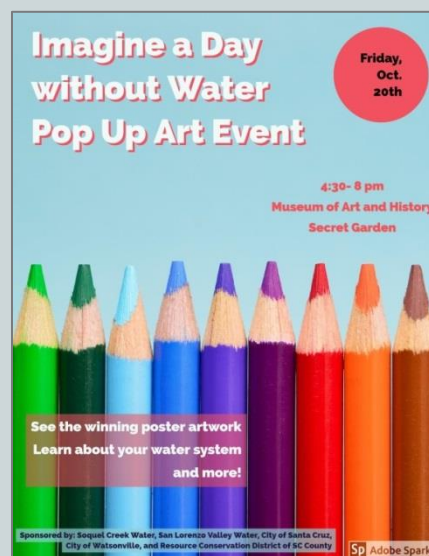
March 1990 View from Pacific near Cooper Street



October 2017 present view

WATER

Let's going on in the world of water this week. October 20 was national "Imagine A Day Without Water" day. It's a great reminder to appreciate what we tend to take for granted – clean, safe and reliable water, as well as the need to reinvest in the water infrastructure that provides it. Along with the other water districts in the county, we supported a county-wide poster contest and got some very creative interpretations of what a day without water might be like. There's a pop-up installation of the posters planned for next Friday afternoon in the Secret Garden of the MAH. If you have any trouble imagining what a day without water might be like, our friends at Denver Water created a short (and very clever) vision of what it could be like: https://www.youtube.com/watch?v=gdMdc8iXL_8



UCSC issued a draft water action plan this week. They are requesting our feedback before finalizing the plan. It's a UC system-wide requirement that all UC campuses have one, with a goal of a 36% reduction in water use compared to a 2006-2008 baseline period. This one will inform the upcoming Long Range Development Plan and, as such, it will receive a lot of scrutiny by the public over the next 1-2 years.

There was a lot of activity up at the Newell Creek Dam this week. We continue to do studies to support design work being done to help us determine whether to replace or rehabilitate the faulty valve on the inlet/outlet pipeline. As reported previously, this is no small decision as either direction we take is extremely complex and costly. We're also hiring a contractor to make some minor maintenance repairs to the spillway that were identified during our Comprehensive Condition Assessment, with a deadline (that we will easily make) of November 2.

Last, but never least (!), this is the last weekend that the Loch Lomond Recreation Area will be open to the public. So come on out and rent those paddle boats while you can! There will be a birding “Loch Walk” the last weekend of October, and then that’s it until next season.

PUBLIC WORKS

Resource Recovery Engineering and Collections

An access road for our new Cell 3 has been constructed. Staff is working on reinforcing the road surface with grindings and processed rubbles.

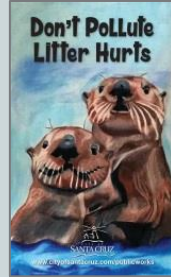
Our hand sweeper has collected 25 mattresses and 2.12 tons of illegal dumping in the last two weeks.



Waste Reduction

We were delighted to honor eight Santa Cruz elementary and middle school students as winners of our annual Santa Cruz Recycles! poster contest on Oct. 3. The annual contest gives K-12 students an opportunity to create imaginative posters that illustrate waste reduction and recycling messages. You can now see the 2017 winning artwork on downtown big-belly solar compactor trash bins and on recycling and refuse trucks as they make their neighborhood rounds. The original artwork will also be on display in the children and young adult room at the downtown Santa Cruz Public Library branch, 224 Church St., in November and December. Read the [Santa Cruz Waves story](http://www.cityofsantacruz.com). More contest info: www.cityofsantacruz.com.





Wastewater Treatment Facility

Sewage flows from the County Force Main have been diverted into the City influent pipe coming into the plant over a few months now to allow for pipe lining repairs. With County pipe repairs completed, operators were able to reverse the diversion and open up the pipe from the County Force Main into the plant. Subsequently, the composite sampler on the County line was not performing correctly after being off-line for so long so electricians ended up replacing the entire sampler. Facility mechanics took apart a grinder

to clear any clogs after operators noticed a reduction in flow. Line maintenance assisted operations with their Vac-Con truck, suctioning water out of an underground foul-air draw-off pipe; another busy week at the WWTF.



Engineering

2017 Overlay Project work completed this week consisted of removing existing non-ADA complaint curb ramps and installing ADA compliant curb ramps along King Street from Bay Street to Mission Street.



Directional curb ramp at northeast corner of King Street and Laurent Street

Traffic Engineering/Community Relations

Staff hosted a booth at Open Streets on Sunday with displays of our upcoming Bike Share program and Street Smarts materials – both programs fall under our new **GO Santa Cruz** umbrella. About 100 Street Smarts traffic safety yard signs were given to appreciative residents. KSBW produced a news piece that provides a terrific overview of the [Bike Share](#) program.



Good Times is running our ad to publicize the fact that the Branciforte Bike/Ped Bridge and Multi-Use Trail is now open and providing a continuous separate active transportation pathway along the 5-mile Riverwalk.



We applied Street Smarts traffic safety messages in decals to about 10 more City vehicles.



Our middle school Street Smarts after-school clubs are in full swing, managed by our partner, County Health Services Agency. The students are working on skill development and will soon start developing assemblies to be presented to elementary school students titled “Preventing

is available [here](#).



cyclists.



Community Relations

YouTube—take a look in honor of our dedicated wastewater professionals!



A new story was posted on our Santa Cruz Waves City Beat column: [SALUTE TO WASTEWATER PROFESSIONALS WHO PROTECT OUR MONTEREY BAY ENVIRONMENT.](#)

