

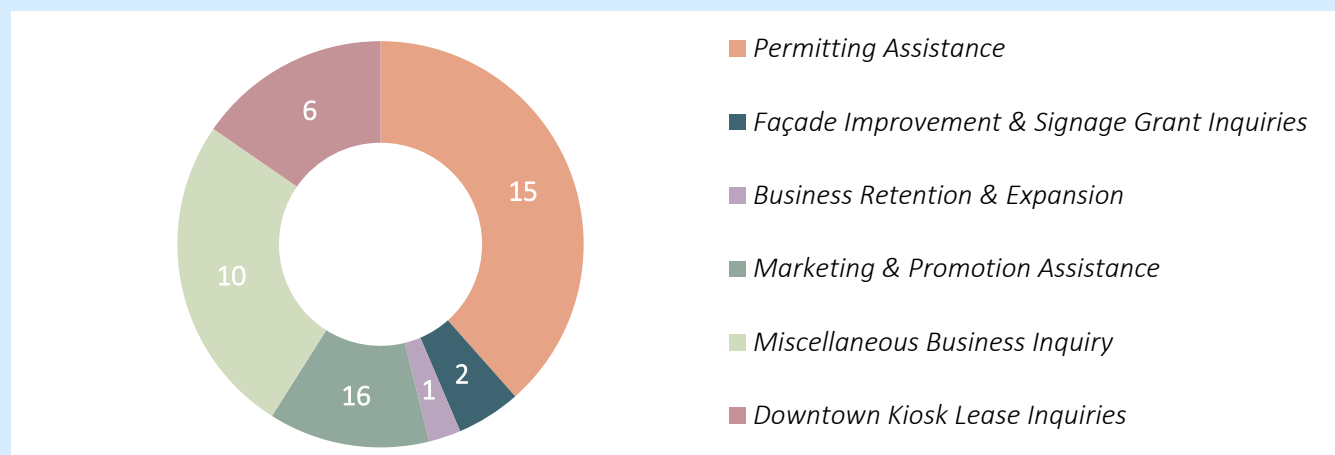
City Manager's Weekly Update

October 6, 2017

ECONOMIC DEVELOPMENT

BUSINESS CONTACTS

From September 1, 2017 – September 30, 2017, the Economic Development team had the following documented interactions with businesses:



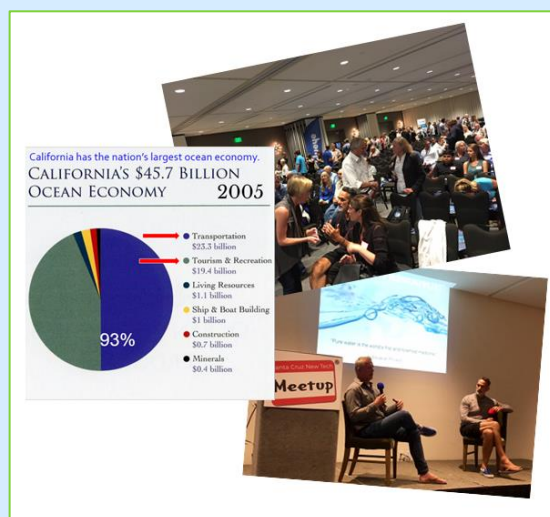
350 ATTEND SEPTEMBER NEW TECH MEETUP

The monthly Santa Cruz New Tech Meetup provides an opportunity for attendees to learn about new technologies and mingle with fellow entrepreneurs, investors, bloggers, and tech enthusiasts. The Santa Cruz New Tech Meetup is an integral part of the Santa Cruz Tech ecosystem, and is going on its 9th year.

The September New Tech Meetup was all about “Blue Tech”, those technologies focused on water and marine. The event included a presentation from UCSC’s Gary Griggs; a “fireside chat” with Dr. Wallace J Nichols, author of NY Times Best seller Blue Mind; and company presentations by Blueeye Robotics, Buoy Labs, Integral Consulting, Ventana Surfboards & Supplies, and Clean Oceans International.

The City Economic Development Department has been a long time sponsor, and Economic Development Coordinator Amanda Rotella co-hosts the event. Learn more at

www.meetup.com/santacruznewtech/



NEW DOWNTOWN BUSINESS

Bohemian Boutique has signed a lease for 1306 Pacific Avenue, a space which has been vacant for two years. The business features women's and children's clothing and currently has a shop in Carmel. Economic Development staff will reach out to the business owner and invite them to participate in the Facade Improvement Program.

CITY PARTICIPATES IN DOWNTOWN ASSOCIATION "DOWNTOWN PARTY"

Mayor Chase kicked off the post party celebrations and numerous City staff participated in the downtown celebratory event including Chief Mills, Transportation Planner Claire Fleisler and ED Staff J Guevara, Beth Toby and Bonnie Lipscomb. City staff shared information about key City projects that will greatly impact the Downtown. Information was presented to attendees about a variety of projects including the Arena, Metro Pacific Station housing project, conceptual renderings for the Farmer's Market, bike share, and public art projects. The event was a great opportunity to talk with the community about the importance of continuing to invest and support downtown as a vibrant place to live, work, shop, and dine.



Housing Update:

ANNUAL CAPER REPORT SUBMITTED TO HUD

This week Economic Development staff submitted the annual Consolidated Annual Performance and Evaluation Report (CAPER) to the Department of Housing and Urban Development (HUD) for the 2016-2017 FY.

The CAPER report provides annual information on program evaluation, accomplishments, and outcomes that relate to: maintaining housing stability; preventing homelessness; and improving access to care and support.



Key Accomplishments reported in the CAPER for the 2016-17 Fiscal Year

(*note that this list is not exhaustive)

- ED staff administered and provided HOME Investment Partnerships Program funding to assist Habitat for Humanity in completing construction of one of two ownership units on Frederick Street.
- City Council approved a new 41 unit affordable project located at 708-718 Water Street. Construction is planned to start in March of 2018.
- ED staff administered and provided Community Development Block Grant (CDBG) funding for Code Enforcement in Target Areas (CETA). Program worked toward preserving the City's older housing stock. The City's Planning Department closed a total of 76 cases in the CETA, 5 of which involved multi-agency coordination and cleaned up significant community problems.
- CETA officers helped educate the public at 8 community meetings and conducted 2 neighborhood clean-ups.
- ED's Security Deposit Program, which is administered by the Housing Authority of the County of Santa Cruz, assisted 19 households in obtaining housing, 5 of whom were homeless.
- ED's Emergency Housing Program, which is administered by the Community Action Board, assisted 15 households facing eviction through rental assistance using City and Red Cross grant funding.
- ED staff administered and provided CDBG funds towards the first phase of an ongoing pedestrian improvement project for low income areas of the city. Lighting, sidewalks, street crossings, and ADA improvements for the Broadway corridor were completed.
- City staff actively participated on the Homeless Action Partnership (HAP) - on the Board, Executive Committee, and working group.
- The City committed a substantial amount of general funds plus a small amount of CDBG funds toward the operation of the Homeless Services Center (HSC) including the Rebele Family Shelter, Paul Lee Loft Shelter, Day Essential Services Center (DESC), and Page Smith Community House. This included funding for the Encompass Community Services River Street Shelter, which is also located on the HSC campus.
- ED staff administered and provided CDBG funds that were used for operating costs for the Nueva Vista Resource Center, which is the primary service provider for the Latino community and the Teen Center, which is operated by the City of Santa Cruz Department of Parks and Recreation. Nueva Vista Resource Center is a Community Based Development Organization (CBDO) that provides client services and youth programs at the Nueva Vista Center in Lower Ocean and the Beach Flats Community Center, respectively. The Teen Center provides a safe environment for teens at the Loudon Nelson Community Center. Daily activities include a healthy eating program, an outdoor garden, homework assistance with access to 4 computers and free Wi-Fi, games such as foosball and a pool table, and direct access to Laurel Park.

Graffiti Abatement Program Update:
AUGUST GRAFFITI REPORT

The month of August had a total of 320 *public tags* that were removed by the City. August 2016 had a total of 383 *public tags*. That's 63 less tags compared to last year's August.



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.

River Update:

GRANT AGREEMENT FOR RECONSTRUCTION OF THE SAN LORENZO RIVER RAIL TRESTLE BRIDGE BIKE/PED PATH

Recently the City received the signed grant agreement from the California Resources Agency funding a portion of the reconstruction costs of the bike/pedestrian path on the San Lorenzo River Rail Trestle Bridge. This project has been a priority project of the City for a long period of time and through joint funding from the Regional Transportation Commission, Measure D (the



2016 Transportation Measure) and the California Resources Agency the project is now moving forward.

Initial contacts seeking the Resources Agency grant were made through Supervisor Ryan Coonerty's Office, with City follow up by the Economic Development and Public Works Departments. Currently, the Public Works Department has identified a local design engineering firm to prepare the engineering plans for the project and will be bringing the design contract to the

City Council at an October or November meeting.

The bike/pedestrian path on the San Lorenzo River Rail Trestle Bridge has long been in need of an upgrade to accommodate the large number of pedestrians and bicyclists who use it each day. The City Council approved the submittal of the California Resources Agency grant at its October 11, 2016 meeting. The final grant award from the California Resources Agency was for \$545,000.

PLANNING AND COMMUNITY DEVELOPMENT

Advance Planning

Downtown Recovery Plan Amendments: On Thursday October 12th, the Planning Commission will be reviewing the draft amendments to the Downtown Recovery Plan, along with the Final Environmental Impact Report for the amendments. The City received 19 comments on the Draft EIR and the Final EIR includes responses to those comments. The City Council received copies of the Final EIR and the Downtown Plan package is tentatively scheduled for the November 14th City Council meeting, depending upon the review of the Planning Commission. This is an exciting opportunity for the City to truly support the planning principles of transit-oriented development and additional housing in the core of our City.

Current Planning / Code Compliance

1191 Water Street – Precision Mercedes: Last week, the Planning Commission took action to modify an Administrative Use Permit, originally approved in 1983, for an automotive service

use to occupy this site located at the corner of Water and Catalpa Streets. The Planning Commission action culminates a three year code enforcement effort related to the current tenant. Complaints have included sidewalk obstruction by vehicles that are to be repaired, use of residential streets to store cars to be repaired and to test drive repaired vehicles, and use of the residential streets to store service vehicles associated with the business. The Planning Commission originally heard the matter back in July and gave the applicant 60 days to allow the business, property owner and neighbors to work out a set of conditions to address neighborhood impacts. The operator hosted a well-attended meeting on September 13th. Among other things, Precision Mercedes agreed to maintain at least 16 offsite spaces, which are currently secured in four parking lots in close proximity to the business. The permit modification includes additional conditions addressing hours of operation, customer vehicle drop-off, on/off-site parking management, outdoor storage of materials, deliveries, vehicle drop-off by tow trucks, use of adjacent residential streets, point of contact for the neighbors and periodic review of the permit over the next two years. Based on the tone of the hearing, an appeal to the City Council seems very unlikely.



1024 Soquel/1039 Cayuga – Mental Health Client Action Network (MHCAN) – In other code enforcement-related news, in response to neighborhood complaints, City staff had been working with MHCAN over the past several months on an amended set of conditions related to their use permit, originally approved back in 2005 as part of a larger development. With initial negotiating efforts at an impasse, planning staff scheduled a review of the Use Permit by the Planning Commission. Talks resumed and City staff, the MHCAN attorney, the neighbor's attorney, and the Santa Cruz County Health Services Agency came to an agreement on specific operational conditions that would allow MHCAN to continue operations while addressing neighborhood concerns. The MHCAN Board held a meeting on September 25th to review the operational conditions and agreed to modify their Use Permit. The item was subsequently removed from the Planning Commission agenda. A Minor Modification of Special Use Permit 05-192 will be processed administratively to memorialize the updated MHCAN Conditions of Approval. On the City's side, this effort represents significant collaboration among staff of the Police, Planning, City Manager's Office, and City Attorney's Office.

PARKS AND RECREATION

Sports

The new Poly Cap yellow safety fence guard has been installed at the DeLaveaga softball fields.



Civic

The Santa Cruz Symphony opens its 60th Anniversary season with music of specific and sacred place, reflective of the harmony within ourselves and within the universe. The festivities begin on Saturday October 7 at 5:30 with our street party in front of the Civic Auditorium. Listen to [Ragtime](#) tunes courtesy of local favorite [Kylan deGhetaldi](#) and Friends; savor the Mexican cuisine of [Margaritaville](#). Concert begins at 7:30pm. Tickets are available at [SantaCruzTickets.com](#)!



Events

The official ribbon cutting for the Harvey West Park bocce courts took place last Thursday. Vice Mayor David Terrazas, former Parks and Recreation Director Dannettee Shoemaker and members of the Lions Club had the honor of opening the courts after a warm welcome from Parks and Recreation Director Mauro Garcia. Bocce players played rounds on the pristine new

courts while enjoying refreshments. The courts would not be possible without the generous donations from the Lions Club and Granite Rock Construction; a big thanks you to both for their support for providing recreational opportunities to the Santa Cruz community. To reserve the courts, call the Parks and Recreation Office at 420-5270.



Food Truck Finale -

Santa Cruz turned to the “park side” last Friday with a Food Truck Finale from a galaxy far, far away. Star Wars fans big and small dressed up and enjoyed fabulous Food Truck fare on a beautiful evening at San Lorenzo Park. BIG shout out to members of the 501st Legion Golden Gate Garrison Troopers for joining us to the delight of many fans.



PUBLIC WORKS

Streets/Traffic

Crews performed various road repairs on Upper DeLaveaga Road to the frisbee course; pot hole repairs in front of 111 Cooper St.; and grinding and paving potholes at 2200 Delaware St.



Operations

The San Lorenzo River vegetation management project was finished on the east side of the levee and the work has begun on the east side from the Soquel Street Bridge to Riverside. The photos are from the west side of the levee from Soquel Street Bridge to Laurel Street Bridge near KP Arena.



Operations has been working with Trinity Source Group on a Stormwater Pollution Prevention Plan (SWPPP). The SWPPP involves working with the numerous departments and Public Works divisions on site: Sanitation, Water Distribution, Economic Development, Fire, Police, Streets/Traffic, Finance, Wastewater Collections, Parks and Rec, and the Garage. Pollution prevention items such as spill kits, drain covers, storm drain inlet covers, and a large containment unit for the diesel exhaust additive has been purchased and implemented around the Corp Yard. Training is underway for the various groups on BMPs and good housekeeping practices around the Corp Yard.

Engineering

2017 Overlay Project work completed this week consisted of the removal of existing non-ADA complaint curb ramps and installation of ADA compliant curb ramps along King Street from Bay Street to Kirby Street.



Wastewater Treatment Facility

Operations, electrical and maintenance departments teamed up to troubleshoot one of the mechanical barscreens that had begun making unusual sounds. To verify there weren't any physical obstructions causing the problem, the mechanics had to make an entrance into the wastewater channel as it entered the barscreen. Operations locked and tagged out the barscreen equipment, ensuring that it does not have any electricity going to it preventing it from accidentally moving. The electricians had calibrated the hydrogen sulfide meters in the workspace and stood by to verify they were working correctly while mechanics were in the channel. After all these preparations were made, a mechanic went into the channel to remove any obstructions.

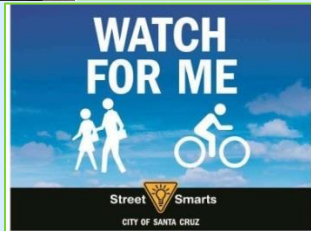


Traffic Engineering/Community Relations

We have two new 30-second Street Smarts public service announcements airing on KION and Telemundo Oct. 6-29. One focuses on [distracted driving](#) and the other on [distracted walking](#). The entire series of Street Smarts videos can be viewed [here](#) including versions in Spanish.



Traffic Engineering staff has hosted two Bike Share outreach events, with two more planned for this week. Outreach aims to gain community input on bike share station locations and spread the word about the program. On Wednesday evening, we hosted an event at Gault Elementary School. Thursday morning we hosted a booth at the Bike to Work downtown breakfast site. The upcoming events are at Bay View Elementary on Thursday evening and at Open Streets on Sunday where we will be at the GO Santa Cruz booth on West Cliff Drive. We will have our free Street Smarts traffic safety yard signs and bumper stickers available as well there.



The long version of our Street Smarts weekly safety tip below is available to read [here](#).

