

# City Manager's Weekly Update

September 1, 2017

## ECONOMIC DEVELOPMENT

### 1122 PACIFIC AVENUE REMODEL UPDATE

Staff has been working on remodeling 1122 Pacific Avenue and 1120 Pacific Avenue in the Del Mar Theatre building in order to combine the small spaces. Demolition and asbestos and lead removal have been completed. The next step is investigating the old plumbing for the construction of the new accessible restroom. In consultation with Fire, safety improvements in both the space being remodeled and the Del Mar Theatre are needed. Staff intends to perform all recommended safety work for fire prevention in the historic building. Funding is available in the Del Mar maintenance fund from Del Mar lease revenue. The work scope and schedule is being developed and we will update you soon.

REGISTRATION OPEN FOR NOVEMBER 2-3 ECONOMIC DEVELOPMENT CONFERENCE IN SANTA CRUZ



Are you an elected official, city administrator, commissioner, planner, or economic development practitioner, a commercial real estate professional or simply interested in land use and policy that affects urban design, economic development, housing and transportation? Do you want to understand the major development trends, challenges, and opportunities facing Silicon Valley's communities? Join us to learn together!

The Silicon Valley Economic Development Alliance, a consortium of 25 Bay Area economic development programs, is collaborating with APA California Chapter – Northern Section, ICSC

Northern California P3, SPUR, and ULI San Francisco to produce five timely, in-depth workshops over 2 days in beautiful Santa Cruz:

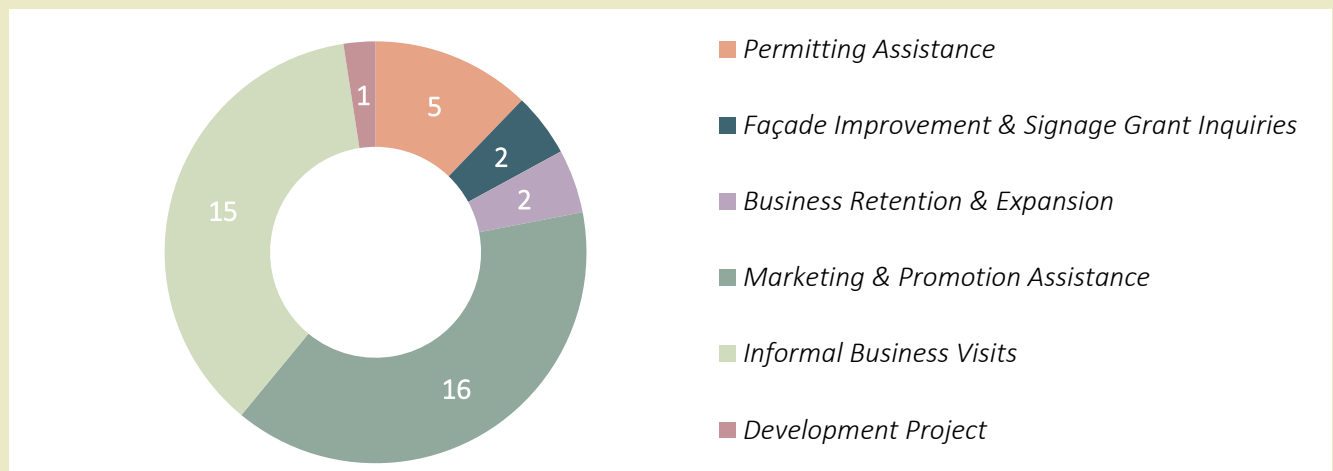
- *the changing nature of retail and its impacts on cities*
- *urban planning and place-making for dynamic communities*
- *mobility and its intersection with emerging technologies*
- *co-working spaces and incubators as catalysts*
- *mixed use and the critical link between housing and economic development*

Register at: <http://www.siliconvalleyonline.org/economic-development-workshops/>

If you would like to learn more about how the City of Santa Cruz Economic Development Department is involved to make this happen, please contact Economic Development Manager J. Guevara at [jguevara@cityofsantacruz.com](mailto:jguevara@cityofsantacruz.com) or (831) 420-5156.

## BUSINESS CONTACTS

From August 1, 2017 – August 31, 2017, the Economic Development team had the following documented interactions with businesses:



## ED HOUSING & COMMUNITY DEVELOPMENT MANAGER ELECTED CHAIR OF HOUSING AUTHORITY BOARD



On August 23<sup>rd</sup>, Carol Berg, Housing and Community Development Manager, was elected as the Chair of the Housing Authority of the County of Santa Cruz Board of Commissioners. Carol is currently serving her second 4 year term on the Housing Authority's Board. **Congratulations Carol!**



## COOPER HOUSE TRAFFIC SIGNAL BOX RENEWED – IN TIME FOR THE ABBOTT SQUARE GRAND OPENING!

All the cool kids will be at the [Abbott Square](#) grand opening tonight (9/1/17) with the official ribbon cutting at 7:30pm. While you are there, take a quick peek across the street to the signal box in front of the Galleria which now has a refreshed image of the Cooper House. The original Cooper House was a well-known in Downtown Santa Cruz. It was on postcards. It was once the courthouse of Santa Cruz. From the 1970's to the Loma Prieta Earthquake of 1989 it had a variety small shops and a restaurant and was popular with many locals. In 1973 it was awarded Landmark Status by the Santa Cruz Museum of Art & History and it was added to the Santa Cruz Historic Building Survey in 1979.



***The Murals are multiplying!*** No, it's not the plot of a crazy sci-fi movie –three new murals will be done soon, thanks to the City's public art program and the City's [Mural Matching Grant program](#).

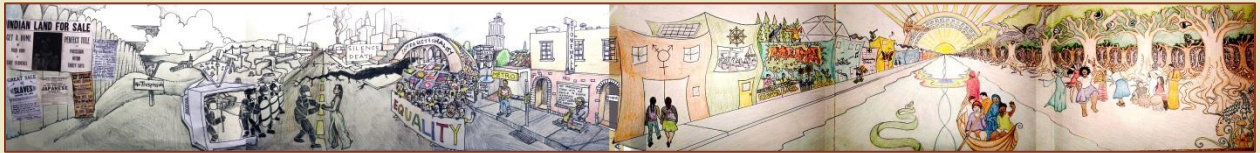
## SCOPE PARK MURAL ARTIST, SARAH BIANCO, SET TO “JUMP IN!” AND STARTING PAINTING SOON!

After a process to deaccession the prior mural, a public meeting on site with the artist to collect feedback, and a public hearing at an August Arts Commission meeting, artist [Sarah Bianco](#)'s concept “Jump In!” was approved unanimously by the Arts Commission. Sarah presented a thoughtful view of inclusivity to the Commission – inspired by ideas of children and their openness and of dissolving boundaries. Her concept will feature local children that she will use as models, jumping in a variety of poses with the backdrop of the Santa Cruz coastline. It also features web of honeycomb shapes and dots and the phrase “Jump In!” One commenter noted that both *Moonlight Dance* and *Jump In!* joyfully feature people jumping near the Pacific Ocean. While the connection may be subtle, they both represent the joy of being with others.



*Moonlight Dance*, was installed at Scope Park by Peter Bartczak in 1993, who graciously gave his blessing for a new mural on site. A Farewell Party was held on July 15, 2017, celebrating the mural and his legacy. You can watch a video of the Farewell Party [here](#).

#### DIVERSITY CENTER YOUTH MURAL “COLONIZE, UNIFY, THRIVE!” WILL BEGIN NEXT WEEK



Youth and staff from the Diversity Center, led by co-artists Manny Garcia and Oliver Whitcroft, will begin work on a new mural on the privacy wall at the Loudon Nelson Community Center – at the corner of Laurel and Center streets across from the Police Department.

The mural has already generated a lot of buzz and, with excitement, the City’s Equal Opportunity Employment Committee is also working with Beth Tobey and staff from the Diversity Center on an optional brown bag lunch for City employees seeking to understand better the issues that LGBTQIA people face and how to support them. Other events are also planned to celebrate the mural and raise awareness about the many issues that LGBTQIA people face in our community. Stay tuned for how you can get involved!

#### NEW MURAL AT MANDALA HOLISTIC HAIR AND WELLNESS – THANKS TO CITY’S MURAL MATCHING GRANT



The City first began placing murals in downtown alleys in 1994 in an effort to help businesses deal with graffiti and bring vibrancy and recognition to local businesses and historic landmarks. The program has shown that great things can happen when a motivated artist meets a motivated business owner! Starting soon, local artist Rachel Barnes will be painting a new mural on the wall shared between Mandala Holistic Hair and Wellness Studio and Los Pericos restaurant at the corner of Water St. and River. The mural will replace the other smaller mural painted there which the business owner decided, that she didn’t like. (No public or City funds were given to the prior project – it was totally private.)

The approved composition consists of a profile of a blissful woman. Her hair extends to the left and morphs into a nature scene. The scene is composed of ocean and mountains. Within these



landscapes there are smaller sites specific to California's natural wonders. The purpose of the mural is to remind the viewers of the deep relationship between ourselves and the natural world that surrounds us.

### CALL FOR POETRY! GET YOUR POEM IN CONCRETE AS PART OF THE RAIL TRAIL PROJECT!

Get your poem set in concrete as part of the Santa Cruz Rail Trail Project! Submit a poem that is 7-12 words in length for our Rail Trail poetry contest! Twenty nine poems will be selected for stamping in the ADA ramps and other sidewalks along the trail being constructed in 2018.

Please share widely!

Deadline October 1, 2017. [SUBMIT HERE!](https://www.surveymonkey.com/r/LGFJ9ZV)

(See [the site](https://www.surveymonkey.com/r/LGFJ9ZV) for more information.)



### ADOPT-A-SPOT AND KEEP SANTA CRUZ GRAFFITI FREE

Do you keep seeing the same pole on your street getting tagged? Take action and adopt a spot! Become a graffiti abatement volunteer and get a free standard graffiti removal kit for your home or work. 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. *To receive a free graffiti removal kit, please stop by the Economic Development office at 337 Locust Street.*



Need a refill? We've got you covered! Bring your empty spray bottle and we will refill your bottle with graffiti remover for no cost. Graffiti Free Santa Cruz Volunteer program is a part of the Volunteer Center, CitySERVE Program. You can make a direct difference in your community with the convenience of our no-hassle volunteer program. For more information about the City of Santa Cruz Graffiti Abatement Program, Graffiti Free Santa Cruz, and other resources, please visit: [www.cityofsantacruz.com/graffiti](http://www.cityofsantacruz.com/graffiti).

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.

## **PARKS AND RECREATION**

### **Parks Master Plan 2030 Update**

Following the joint City Council/Parks and Recreation Commission (Commission) Study Session on February 7, 2017, the Commission has met several times to provide opportunities for additional public input and discuss the following topics in the Draft Parks Master Plan 2030:

- West Cliff/East Cliff Linear Park
- San Lorenzo Park Recommendations
- Santa Cruz Riverwalk Recommendations
- Pickleball Facility Recommendations
- Considerations for Exploring Mountain Biking and Multi-Use Trail Opportunities in Pogonip Open Space and DeLaveaga Park
- Priority Action Clarification for 2030 PMP

Parks and Recreation Department staff and the project consultant Royston Hanamoto Alley and Abey (RHAA) are incorporating the feedback received from the Study Session and subsequent Commission meetings in preparation for a special Parks and Recreation Commission meeting on September 25, 2017. An updated version will be provided to the Commission on September 5, 2017 for their review. Parks and Recreation staff will offer to meet with each Commissioner individually to review the latest changes and answer any questions that may arise prior to September 25th.

Following the September 25th Commission meeting, staff anticipates that it will present the revised draft Parks Master Plan 2030 to City Council at the October 10, 2017 City Council meeting. Staff will be asking for conceptual approval of the Parks Master Plan and direction to begin the CEQA environmental review process. Similarly, staff will be available to meet with each Councilmember individually to describe the changes and answer any questions that arise. The CEQA process is expected to be completed in January/February 2017 at which time the project will return to the Parks and Recreation Commission and City Council for final review and approval.

### **Golf Fee Study**

Staff is issuing a purchase order to Pro Forma Advisors to conduct a fee study for Delaveaga Golf Course. Work will begin in approximately 3 weeks and will be completed approximately 2 weeks after commencement. Once completed, the data will be evaluated and the results will be presented to City Council.

## Grant Park Restroom Renovation



Staff has completed the renovation of the Grant Park restrooms.

## Louden Nelson Community Center

**Friday Sept. 1** – Bingo the Winning Musical begins continues the second weekend of performances in the Auditorium: Friday (7:30pm), Saturday (7:30pm), and Sunday (2:00pm).



## Santa Cruz Civic Auditorium

Friday, September 1 at 8pm, Fiddle Extravaganza

Indi-Award-winning Scots fiddler, Alasdair Fraser, leads more than 170 enthusiastic musicians in a lively celebration of music, song, and dance. Showcased in this concert will be André Brunet and Evan Price. Also appearing are Natalie Haas, Pazzo Mehling, Eric Beaudry, Nic Gareiss, Hanneke Cassel, Laura Risk, Deby Grosjean, Janette Duncan, Colin Cotter, Laura Cortese, Clay Ross, Cali McKasson, and Ryan McKasson.

## **PUBLIC WORKS**

### **Engineering**

The Branciforte Creek Bike/Pedestrian Bridge and Multi-Use Trail Project opened up to the public on Friday, September 1. The soft opening marks substantial completion of the project. The public will now have the ability to walk/ride 5 continuous miles around the river levee, car free! Official opening and ribbon cutting ceremony for the bridge and path is scheduled for September, 28 at noon. Staff will begin working on details in the coming weeks. Work still to be completed includes fencing, hydro seeding, lighting, irrigation, and trash/recycling receptacles.



### **Resource Recovery Waste Reduction**

Staff attended the annual California Resource Recovery Association (CRRRA) conference in San Diego. Highlights included the first CRRRA/SWANA Zero Waste Principles & Practices Certification Program, a session on food waste, illegal dumping and tours of local facilities including SeaWorld and the San Diego Zoo. Staff came back with lots of information and new ideas.

Waste Reduction staff attended the first planning meeting for Earth Day 2018 which will take place on Saturday April 21. This annual environmental event is co-sponsored by the City and County of Santa Cruz and Ecology Action.



### **Wastewater Treatment Facility**

Mechanics and electricians investigated an issue with the raw influent pumping that operators had noticed. They discovered a failed influent pump impeller with subsequent removal and replacement. Operations also conducted routine maintenance work on the ozone generating

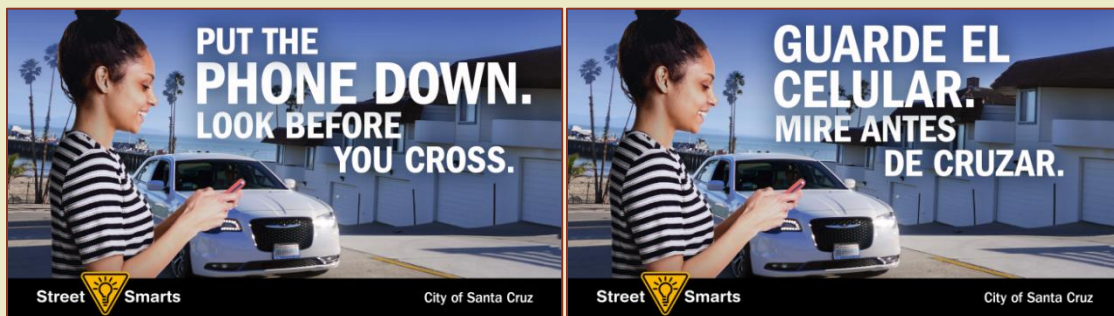


units which are vital in managing the odors emanating from the sewage water. This work ensures continued optimal operation of the odor control system.



### **Community Relations**

Our Street Smarts traffic safety campaign is underway with Santa Cruz City Schools and other community partners publishing our Street Smarts weekly safety tip on their Facebook page. This week's tip is below. Click [here](#) for the longer text version which is important to share with youngsters.



Save the date of Wednesday, Sept, 13, 3-6 p.m. to join our family-friendly Street Smarts kickoff celebration at KP Arena. Santa Cruz Warriors mascot Mav'Riks, UCSC's Sammy the Slug and CHP's Chipmunk Chipper will lead young and old in activities that underscore safe rules of the road.

There will be 15 booths with interactive games, free valet bike parking, bike safety rodeo plus one free raffle ticket per person for [prizes](#) including Southwest round-trip air tickets, free car service, new bikes, walking shoes, reflective gear, and more. Read all the [details](#). Check out the [26 amazing raffle prizes](#).



## POLICE

### SCPD CITIZEN'S POLICE ACADEMY - Sign Up Now

The Citizens' Police Academy (CPA) is a free interactive course that combines classroom and lecture along with practical, hands-on scenarios from officers in their fields. It's interesting, fun and free!



Citizens Police Academy gives community members a look inside the day-to-day operations of the Department, and the guidelines by which officers' function. Students learn about SCPD and local policing, firearms training, gang awareness, patrol functions, K-9 functions, criminal investigations, narcotics, dispatch, traffic law, and use of force.

Registration is now open for the Department's next Citizens Police Academy. The 14-week program gives participants insight into the philosophy and policies that govern the SCPD's service to the community.

The CPA course in English will be held every Tuesday from 6 to 8 PM, from September 12, 2017, December 2, 2017.

The CPA for Spanish speakers meets every Monday from 6 to 8 PM, from September 11 to December 4, 2017.

Participants must be 18 years old and must either work, live, or attend school in the city of Santa Cruz and must pass a basic background check to participate.

Applications and more information on SCPD website click here: <https://goo.gl/rSqq3J> - Contact Officer Leo Gomez at [lgomez@cityofsantacruz.com](mailto:lgomez@cityofsantacruz.com) to sign up. More on SCPD

Blog <https://goo.gl/Dz25yx>

### SCPD Graduates Three Officers from the Police Academy



Join us in welcoming Officer Richard Boolootian, Officer Randall Liska, and Officer Caleb Linman to the SCPD family. This week, Chief Mills swore in Officers Boolootian, Liska, and Linman. They took an oath to serve and protect our city. Their graduation culminated more than 880 hours of intense training over a 6-month period. During the Academy, the recruits completed testing on 43 different learning domains, as well as physical and scenario-based testing. Officer Liska earned the honor as class Academy President. He also

ranked #1 in training skills. We are very proud of all their accomplishments! SCPD congratulates each officer as they embark on their new career.

### **SCPD Conducts Minor Decoy Alcohol Sting**

Last week Friday, August 25th, SCPD worked a minor decoy sting operation. The purpose of the sting operation was to ensure that businesses are not selling alcohol to underage customers. Under the direct supervision of the officers, minor decoys (juveniles under the legal age to drink/purchase alcohol) entered businesses that are licensed to sell alcohol and then attempted to purchase alcohol.

SCPD conducted minor decoy operations in a total of 18 businesses. The following five businesses had employees that sold alcohol to the minor decoys:

Safeway	117 Morrissey Blvd.
Walgreens	201 Front St.
Valero Corner Store	1319 Ocean St.
7-Eleven	602 Laurel St.
Hernandez Market	525 Laurel St.

The other 12 businesses asked for identification and declined to serve the decoys. . It is encouraging when the employees check identifications and refuse to sell alcohol to minors," said LT. Garcia

The businesses who sold alcohol to a minor will have administrative action taken against them. That action may include a fine, a suspension of their liquor license, or the permanent revocation from the Department of Alcoholic Beverage Control.

### **Pop-Up Meet & Greet Success**

Thank you to everyone who came out for the Pop-Up event! It was a great time meeting and talking about ideas and goals for the City of Santa Cruz.





## SCPD Host Chinese Delegation Of Police Officials From Guangxi, China

This week Chief Mills, Officer Gomez and Sergeant Eveleth presented case studies in policing practices for efficient public safety services.

Chief Mills shared with the group that “We police at the consent of the public. It is crucial to build trust and incorporate transparency in your community.”



## Community Education & Outreach Join SCPD In The Fight To End Bike Theft

#1 Lock your bike. Locks are crucial to help prevent bike thefts. Think about where & how you lock your bike. Lock your bike to an immovable object. Lock the bike frame and wheels.



## SCPD Online Bicycle Registration It's FREE!

When SCPD Officers recover lost or stolen bicycles, the first thing we do is check the serial number to see if the bike has been reported stolen.

[SCPD Online Bicycle Registration](#)

[SCPD Bike Theft Prevention Tips](#)



## SAVE THE DATE - Street Smarts kickoff celebration!

The City of Santa Cruz has launched Street Smarts, a new traffic safety campaign with the mission to reduce the number of traffic-related crashes and injuries in Santa Cruz. The public education campaign



intends to improve the roadway behavior of drivers, bicyclists and pedestrians.

Street Smarts messages are targeted traffic-related problems, including unsafe speed, distracted driving and not following rules of the road like a stop-sign compliance.

The campaign officially kicks off with a family-friendly celebration on Wednesday, Sept. 13, 3-6 p.m. at the Kaiser Permanente Arena. We hope to see you there!

Event details and more info:

[www.cityofsantacruz.com/StreetSmarts](http://www.cityofsantacruz.com/StreetSmarts).

## PLANNING AND COMMUNITY DEVELOPMENT

### **610 Frederick Street**

This week our department received an application for a Design Permit from *Dignity Health* to demolish the 58,000 square foot three story *Dominican Rehabilitation Services* building and replace it with a 60,000 square foot two story medical complex. The property is “T”-shaped placing the development behind two office buildings that flank the driveway into the complex. The proposed project is in the Professional and Administrative Office Zone District where medical offices are principally permitted. As such, the Design Permit can be administratively approved by staff without a public hearing. Mike Ferry is the planner working on the project.



## HUMAN RESOURCES

### **Introducing the New and Improved Human Resources Employee Library**

The Human Resources Department has recently revamped our Employee Library, creating categories for different areas of interest specific to our needs. We have titles highlighting personal development, leadership, communication, training, emotional intelligence, government, coaching/mentoring and culture/teambuilding.

About to go through the hiring process? In addition to our Recruiting team, perhaps review *The 20-Minute Interview* or *250 Job Interview Questions*. Or, if you are looking to interview in one of our internal recruitments, you might brush up your skills by reading *More Best Answers to the 201 Most Frequently Asked Interview Questions*.

Working on succession planning within your department? Our extensive Leadership category has many approaches to consider. The HR Department has been working through *The 15 Commitments of Conscious Leadership* over the past 6 months. Ask any of our staff members for their favorite highlights or takeaways from our learning group so far. In the process we've also discussed Emotional Intelligence and its practical implications in the workplace, especially departmental culture.

Check out the full list of HR Library titles at <http://intranet/index.aspx?page=287>.

Stop by the HR office to browse our book selection, get staff reviews and recommendations, and check out a book for a month.



## CLIMATE ACTION PROGRAM

With funding approved by City Council at the start of calendar year 2017, the Climate Action Program worked with Public Works, the Building Division of Planning, and 4 different property owners to design and install energy efficient lighting for the levee facing and parking lot sides of seven buildings on Front Street. The project entailed replacing existing fixtures, the addition of new fixtures, and all associated sensors and wiring to improve safety and conserve electricity. In total 27 existing fixtures were replaced and 16 new fixtures were installed. The project was

completed in early August, 2017. Attached are some images showing the new lighting. Building owners have already reported they have observed a decrease in illegal activity in the area as a result of the new lighting.

