

City Manager's Weekly Update

September 8, 2017

ECONOMIC DEVELOPMENT

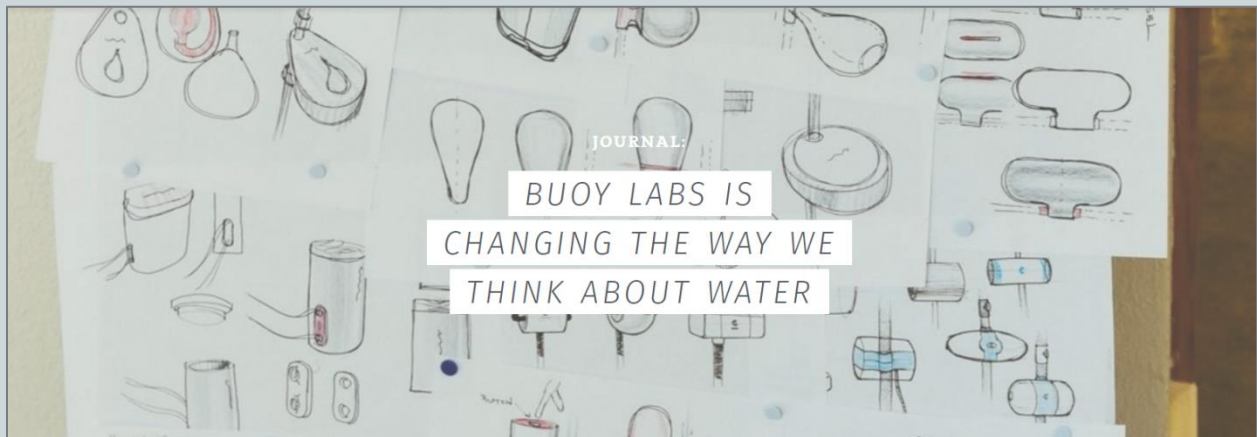
Economic Development Update:

CAFÉ RJ IS OPEN FOR BUSINESS

Café RJ has taken over the downtown kiosk located in front of Pacific Wave near the corner of Cooper and Pacific. Joe McFarland and his nephew Ze will own and operate the company. Joe McFarland has entrepreneurial experience in Silicon Valley and Ze is a marketing strategist and investor with over 10 years' experience working with the retail industry. This is their first venture into the food business but they both bring extensive knowledge of the food and culture of Brazil, and have demonstrated a passion and enthusiasm for starting Café RJ. The menu features Brazilian-inspired acai bowls and gluten-free savory bubble waffles.



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.](#)

READY TO BE YOUR OWN BOSS? WE CAN HELP YOU GET STARTED



The Economic Development team is pleased to announce we have released our second Business Guide. Through our [Freelance/Consulting Guide](#) we walk entrepreneurs through the process of getting their business up and running on the right track. We know that many freelancers and consultants enjoy the balance and freedom of working from home, out of a coffee shop, or as part of the community in one of our local coworking spaces. Given this unique framework where you don't really have one place of business or a physical headquarters, it can be confusing to know what type of permits you might need and where to even find that information. That's why we created this handy guide where you can learn all about the permits you need and tools and resources available specifically for freelancers and consultants. The Freelance/Consulting Guide is intended to help entrepreneurs navigate the process from writing their initial business plan, to obtaining Zoning Clearances and Businesses, and then seeking clients and growing their business. We will continue to release more guides throughout the year in an effort to make it easier for businesses to access the information they need 24/7 on our website [ChooseSantaCruz.com](#).

As advocates for businesses in the City of Santa Cruz our goal is to provide the tools and resources entrepreneurs need to launch and grow their businesses. We created the Business Guides with guidance from departments across the City as an extension of the Business Roadmap tool we launched last year. The Guides focus on the same four steps found in the Business Roadmap – Plan, Permit, Launch, and Grow – and are tailored specifically to unique business types that are most common in the City of Santa Cruz. We launched our first Business Guide for Retail businesses earlier this year and we are excited to now be releasing our second for Freelancers and Consultants.

Housing Update:

ENGAGE IN THE HOUSING DISCUSSION WITH TWO 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.

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 100% affordable housing project. 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 great tour many of you participated in last year, but updated (we know you can't wait to hear what additions we have to our housing mix tape)! Please note this is a bus only tour. 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 may fill up fast. There is no cost to attend either tour, but please reserve your spot soon as seats on the trolley are limited.

POLICE

SCPD Chief Mills' Letter to President Trump



September 7, 2017

Donald J. Trump
President of the United States
1600 Pennsylvania Avenue
Washington, D.C. 20500

RE: Deferred Action for Childhood Arrivals (DACA)

Dear Mr. President,

As the Chief of Police of Santa Cruz, a small city in California, I write to implore you to reverse your decision on Deferred Action for Childhood Arrivals (DACA). I believe an important part of a leader's role is to protect the vulnerable. Here is an opportunity for you to demonstrate leadership through the incredible power of your position.

As you know Mr. President, law enforcement officers use discretion when enforcing the law. We look at the intent of the legislation, ensure even application of those laws and determine if the enforcement of the law in this circumstance does more harm than good. I plead with you to do the same. Please examine the law and determine if deporting children who do not speak the language, or have support systems in a country they do not remember is a sound decision. I pray you will conclude that the choice to remove the DACA Program should be reversed.

Finally, as an American, patriot, servant of the people and a public leader, I believe that how I lead improves or diminishes my community's sense of civility. Here is an incredible opportunity to increase common sense civility in America.

Best regards,

A handwritten signature in black ink, appearing to read "A. Mills".

Andrew G. Mills
Chief of Police

PUBLIC WORKS

Operations

The San Lorenzo River Flood Control Maintenance project continues along the riverine reach (Hwy 1 to Water St. Bridge) of the San Lorenzo River levee. The contractor started on the right side of the levee (heading down river) and now has begun cutting vegetation along the left side of the levee. The work has been slower than previous years due to current regulatory restrictions not allowing chipped materials to be spread within the levee.

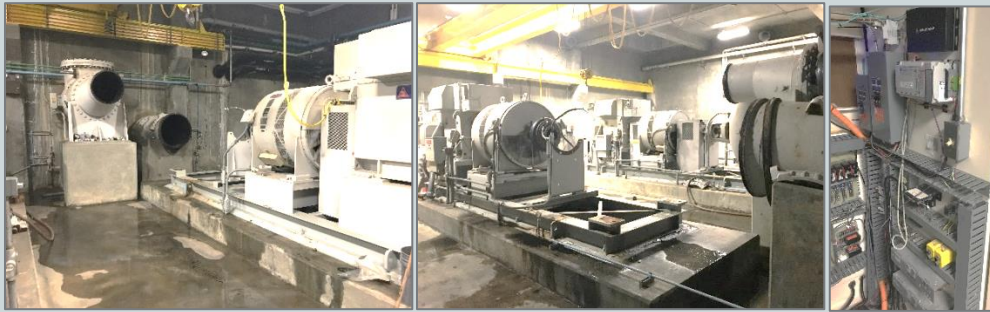
All large cut material has been bundled in sections and brought up along the bank for drying prior to chipping along the pathway. Parks and Recreation will store the chipped material in an open area behind Gateway Plaza. The chipped material will be used on the outboard side of the levee. Last week, County's Vector Control staff expressed appreciation as the annual vegetation management work allows for better mosquito control and inspections within the channel to find pooled stagnant water which can become dank breeding ground for disease-spreading mosquitoes.



Wastewater Treatment Facility

Due to a recent increase in worn out pumping equipment, the maintenance department is conducting inspections on all the large pumps at the facility. They are working on replacing an interstage pump which delivers water to the secondary treatment process of the facility. Electricians came across an issue of too much equipment plugged into a single power source resulting in sporadic failures. Electrical instrumentation security has been restored by work to

clean up the wiring inside some of the control panels. Operations continues to run the facility, ensuring adherence to the facility's NPDES permit.



Community Relations

Please join our family-friendly Street Smarts Kickoff Celebration on Weds, Sept. 13, 3-6 p.m. at Kaiser Permanente 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. Details: www.cityofsantacruz.com/StreetSmarts. We hope to see you there!

StreetSmarts

**TRAFFIC SAFETY CAMPAIGN
KICKOFF CELEBRATION**

WEDNESDAY, SEPT 13, 3-6 PM
KAISER PERMANENTE ARENA


MEET SAMMY


BIKE RODEO


MEET CHIPPER

- FAMILY-FRIENDLY GAMES • DOZENS OF AMAZING RAFFLE PRIZES INCLUDING:
2 ROUND-TRIP SOUTHWEST AIR TICKETS,
2 NEW BICYCLES, HUNDREDS OF DOLLARS OF VALUE IN CAR SERVICE
AND GEAR FOR PEDESTRIANS, BICYCLISTS AND DRIVERS
- FREE BIKE SAFETY CHECK-UP • BIKE STUNT SHOW • AND SO MUCH MORE...

TRAFFIC SAFETY KICKOFF CELEBRATION SEPT 13

TERRIFIC RAFFLE PRIZES FOR PEDESTRIANS, DRIVERS & BICYCLISTS!

1st Two Southwest Airlines round-trip tickets to any domestic destination	2nd Momentum Street Commuter Bike donated by Bicycle Trip (unisex, \$410 value)	3rd Lloyd's Tire and Auto \$400 gift certificate for auto service	4th Sockshop and Shoe Company \$130 gift certificate for walking shoes	5th RoyalBaby Kids 18" Bike donated by Target (unisex)
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6-10 (5) Santa Cruz Nissan \$86 gift certificates for auto service	17 Specialized child bike helmet donated by Spokesman Bicycles	23 Unisex Reflective Vest
11 Cosco convertible infant/toddler car seat donated by AAA	18-20 (3) Specialized adult bike helmets donated by Spokesman Bicycles	24 Zefal bicycle mount iPhone holder donated by Cycle Works
12-14 (3) Bike Tune-ups donated by Cycle Works. \$50 value	21 Specialized youth bike helmet donated by Spokesman Bicycles	25-28 (2) 4 passes to NCM Regal Cinema
15-16 (2) Bike light sets from Target: Schwinn 300 LED Headlight & Bell Arella 100 Tail Light	22 Cat & Jack Kid's Reflective Backpack donated by Target	

Our Street Smarts safety tip of the week is "If You See Kids, Slow Down." [Read the details](#) or watch the video at <https://www.youtube.com/watch?v=03Ooqtrv0Tk&feature=youtu.be>.

IF YOU SEE KIDS, SLOW DOWN.

Did you know that children are limited in their ability to make safe traffic decisions?

- Kids have difficulty placing sound like the sirens and engines of approaching vehicles.
- Kids have trouble assessing the speed of oncoming cars.
- Kids are often single-minded and may dart into traffic when chasing a ball or playing tag.

So take extra care to look out for children in school zones, residential areas and near playgrounds and parks.

And please, if you see kids, slow down. It's the Street Smarts thing to do.

BAJE LA VELOCIDAD SI VE NIÑOS.

¿Sabía que los niños tienen dificultad al tomar decisiones de tránsito seguras?

- Se les dificulta ubicar los sonidos de las sirenas y los vehículos.
- También les cuesta estimar la velocidad de los coches que se aproximan.
- Los niños pueden estar tan enfocados jugando con la pelota que pueden correr hacia la calle sin mirar si vienen vehículos.

Preocúpese por la seguridad de los niños, sobre todo en las zonas escolares, residenciales y cerca de los parques.

Por favor, si ve niños, baje la velocidad. Así maneja la gente con Street Smarts.



cityofsantacruz.com/StreetSmarts



cityofsantacruz.com/StreetSmarts

We posted a Santa Cruz Waves City Beat story: [CALLING ALL SURFERS WHO DRIVE, WALK OR BIKE TO CELEBRATE FAMILY-FRIENDLY STREET SMARTS](#)

