

City Manager's Weekly Update

November 17, 2017

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT WORK PLAN QUARTERLY UPDATES

As we are winding down the year, we thought we would reflect back and share electronic versions of our first few Quarterly Updates from 2017 with you. These are available in hard copy in our office and disseminated throughout the community at events, business meetings and retention and attraction visits. The Economic Development Office has produced the first three quarterly updates for 2017. The Quarterly Updates are a component of our larger Economic Development Strategic Workplan approved by the City Council in May 2017 and reflect key metrics, program highlights and project milestones throughout the year. Together,



the Strategic Workplan and Quarterly Updates reflect direct actions and initiatives across the Department, and frequently across the larger City team, that contribute to and support a vibrant growing economy.

1st Quarter 2017: [Click here to view the update](#)

In our 1st Quarter Update, we share the excited progress of several of our key programs administered by the Economic Development program: My House, My Home; the Mural Matching Grant Program; and the Façade Improvement Grant Program.

2nd Quarter 2017: [Click here to view the update](#)

In our 2nd Quarter update, we focus on several key projects and initiatives that reflect the core of what we do as an Economic Development team and the diversity of projects we facilitate—from coordinating across departments to bring a flexible and scalable bike share system to our community, to completing the new Beach Flats mural through extensive neighborhood involvement, and celebrating the local businesses in Santa Cruz during National Small Business Week.

3rd Quarter 2017: [Click here to view the update](#)

In our 3rd Quarter update we share information about how the City's HOME entitlement grant provided funding for two newly dedicated Habitat for Humanity homes at 430 Frederick Street; our work to support Humble Sea in obtaining critical electrical upgrades from PG&E after over a year's worth of work to open their business; and, several new mural projects underway through our City Arts mural programs.

CHOOSE SANTA CRUZ POPUP MARKET – HOLIDAY EDITION: DECEMBER 1ST



The City of Santa Cruz Economic Development Office is partnering with [Design by Cosmic](#) for the third [Choose Santa Cruz](#) Popup Market on December 1st and this one's stacking up to be the best yet.

If you're looking for your chance to support local this holiday season, this is one event you won't want to miss. You'll have a chance to shop from a wide variety of vendors selling everything from handmade sea glass jewelry, unique artwork, delicious nut and fruit arrangements, cookies, clothing, yarn, and more. A family-friendly event, we'll have fun activities for the kiddos like making art, coloring and cookie decorating.

Vendors include:

- [Flora & Fauna](#) - Handmade Hats, Prints, Pillows, and more
- [This Tiny Ocean](#) - Seaglass Jewelry
- [Lili Arnold](#) - Prints and Cards
- [Nut Kreations](#) - Nuts, Candy, & Gifts
- [Pacific Cookie Company](#) - Cookie Decorating
- [Yarn Shop Santa Cruz](#) - Yarn and Notions
- [Santa Cruz Mountains Winegrowers Association](#) - Wine Tasting & Passports
- [Arts Council Santa Cruz County](#) - Free family-friendly holiday crafts
- Our own [Choose Santa Cruz](#) swag will also be available for purchase

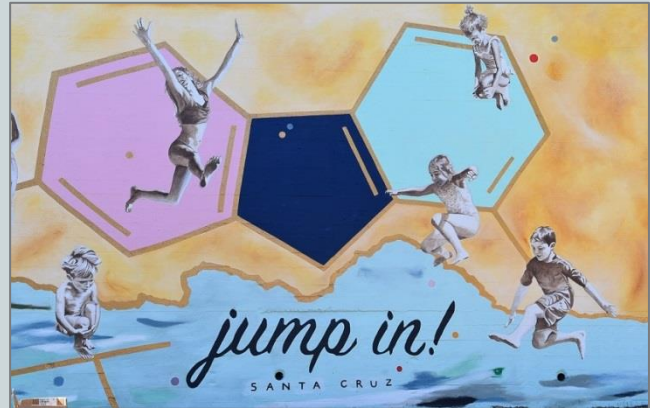
Mark your calendars, [RSVP](#), and we'll see you on Friday, December 1st from 5-9pm at the Cosmic Studio (115 Cooper Street).

SARAH BIANCO "JUMPS IN" TO HER FIRST PUBLIC ART PROJECT!

Join the Santa Cruz Arts Commission for a celebration of the new mural at SCOPE Park by artist Sarah Bianco, titled "Jump In!" on **Sunday, November 19th from 3:00pm-4:00pm at SCOPE Park – next to the Santa Cruz Clock Tower.**

The community is encouraged to bring ideas of what they want to "jump into" this coming year - personally and as a community and share it in a guest book.

The event will feature music and drumming and free hot chocolate. All ages are welcome!



Sarah Bianco's mural was approved unanimously in August by the City's Arts Commission, and features local children as models - jumping in a variety of poses along the Santa Cruz coastline. The mural also features web of honeycomb shapes and dots and the phrase "Jump In!"

In Bianco's words, the mural brings "brightness" and "life" to the downtown area. "Jump In!" also has a message of inclusivity, encouraging everyone who sees it to go after what they want in life wholeheartedly. It features several portraits of local children jumping with joy, artfully placed against a colorful and geometric background. This mural is welcoming not only to Santa Cruz natives, but to visitors and newcomers alike. "Jump In!" will bring new vitality to SCOPE Park, while continuing to create a legacy of inclusion, community, and joy.

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.

Check out Sarah's website and other work here: <http://www.sarahbianco.com/> and get to know Sarah Bianco - check out the [video interview here!](#)



MEET THE 'MEN BEHIND THE METAL'

The City Arts program held an informal celebration to allow the community to meet the "Men behind the Metal" on November 3rd. Kirk Mc Neill and Sean Monaghan both have installed new sculpture pieces in Downtown as part of the City Arts Sculptour Program.

Well-known for his large installations at Burning Man and locally, Kirk McNeill calls himself an "architectural metalsmith."



"This piece consists of an 8ft diameter ring with five different plankton types inside the ring –as it would appear while gazing into a microscope. One of my goals with this work is to raise awareness of how important the life in the ocean is to life on our planet in general, and that the plankton is the very bottom of the food chain which sustains us." -Kirk McNeill

Sean Monaghan, of Bronzeworks unveiled "Regenerosity in Five Movements!" in front of New Leaf Market downtown Santa Cruz. Regenerosity in Five Movements' is a poly-chrome, illuminated multi-media installation piece that will continue to change and grow in scope over time, echoing the organic cycles of gestation, birth, growth, blossoming and decay.

Sean M. Monaghan has been sculpting in Santa Cruz since 1983, has owned and operated the Bronze Works Foundry in Santa Cruz since 1992, and has taught sculpture courses at UCSC and Cabrillo College since 2000. He has completed many public and private fine art commissions around the state and the country, including Pearl Diver, a large bronze fountain recently installed on the Santa Cruz Municipal Wharf.

Graffiti Abatement Program Update:

The month of October had a total of 355 public tags that were removed by the City. October 2016 had a total of 306 public tags. That's 49 more tags compared to last year's October.



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.

PARKS AND RECREATION

Arana Gulch

Staff are clearing brush and trimming trees to create more visibility from the public right-of-way into Arana Gulch from Soquel Avenue. Illegal camping, drug use, and trash have been recurring issues within this area. Establishing clear lines-of-site from the public right-of-way deter illegal activity and improve visibility for Rangers who routinely patrol the area.



Louden Nelson

Friday, November 17- Opening Night for Christian Youth Theater production of “A Christmas Carol” performance at 7pm with additional performances on Saturday, November 18 at 2pm and 7pm.



Civic

The Santa Cruz Symphony will open their fall concert with living American composer John Adams’ suave and extraordinary Chairman Dances: Foxtrot for Orchestra, followed by American composer Leonard Bernstein’s exhilarating Symphonic Dances from his score for the musical West Side Story. The program will finish with Beethoven’s 7th symphony. While the funeral march contains one of the most monumental moments in music, it is the lighter, joyful moments in the symphony that prompted Wagner to declare this work “The Apotheosis of the Dance.” [Tickets available at SantaCruzTickets.com](http://SantaCruzTickets.com)

PUBLIC WORKS

Community Relations /Traffic Engineering

The City’s sixth [City Hall to YOU](#) community forum was a success on Wednesday, Nov. 15, with focus on neighborhoods east of the river. Well over 200 attendees engaged with City staff and leaders in energized discussion. During the town hall program, Mayor Chase revealed results from recent housing crisis engagement events and City Manager Martín Bernal reviewed the City’s response to homelessness. Our two new department heads were introduced, Planning and Community Development Director Lee Butler and Police Chief Andy Mills. These four speakers and other City staff answered community questions for about 45 minutes in the town hall program and individually during an hour of open house tabling.



Our new Police Chief Andy Mills kicked off our Street Smarts traffic safety presentation on Thursday, November 16, at the Santa Cruz Police Community Room from 6 – 7:30 p.m. Traffic Sergeant Scott Garner, highlighted traffic safety issues and solutions for safer commuting with strategies to create a more reliable traffic environment for pedestrians, bicyclists and drivers.

The event was highly interactive given Q&A with the residents in attendance and included dialogue with our Transportation Manager Jim Burr. Many neighbors took our [Street Smarts yard signs](#) home with them. Three more SCPD Street Smarts traffic safety presentations will be delivered in 2018. Details will be posted at <http://www.cityofsantacruz.com/streetsmarts>.



The long version of this week's Street Smarts traffic safety message below can be read [here](#).



One article was written for our Santa Cruz Waves column:

[SOLUTIONS FOR SAFER COMMUTING: A STREET SMARTS SCPD EVENT NOV. 16](#)



Engineering

2017 Overlay Project work included:

- Installation of a 1-inch asphalt concrete leveling course and 2-inch asphalt concrete overlay on King Street from Bay Street to Mission Street.



King Street/ Laurel Street, before and after



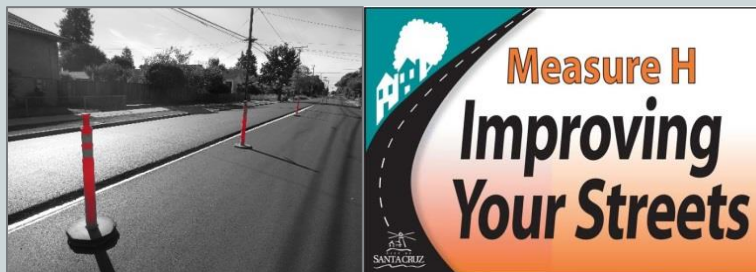
King Street, before and after

- Installation of 10-inch perforated pipe sub-drain along Escalona Drive between Van Ness Avenue and Bay Drive.
- Installation of Cold In-Place Recycling (CIR) on Market Street from highway 1 underpass to Goss Avenue and on Goss Avenue from Market Street to Elk Street.

Installation of Cold In-Place Recycling (CIR) on Morrissey Boulevard from Fairmount Avenue to Soquel Avenue and installation of ADA directional ramps at various intersections along Morrissey Boulevard.



Paving of Natural Bridges Drive is nearly complete.



Waste Reduction

Staff hosted the final fall field trip at the Resource Recovery Facility. Students learned firsthand about recycling in the Education Center and toured the Recycling Center. From September through November, 347 students and 70 adult teachers and parent chaperones visited our facility and learned how to reduce waste and recycle.

The 2017 Santa Cruz Recycles! and Keep Santa Cruz Litter Free! poster show is currently on display at the downtown public library. The exhibit will be there until the end of December. Each year students enter their artwork in the spring and the winning art work is transformed into recycle posters on the sides of the City trash and recycling trucks and anti-litter posters on the sides of the Big Belly trash compactors in downtown Santa Cruz.



Resource Recovery Engineering

Staff sampled the first Qualifying Storm Event (QSE) for the reporting year on 11/16. The Resource Recovery Facility is required to sample a total of 5 QSEs in a reporting year (July 1 - June 30), with at least 2 of the QSEs during the first half of the reporting year (July 1 – Dec 31).

Resource Recovery Collections

We implemented a bulky item pick up pilot this year and it seems to be running well. City residents are now given a few options to use their free service tags which they receive every January with their Refuse and Recycling mailer. They can take bulky items to our landfill, call customer service and make an appointment for pick-up or wait for our bulky item event which is every June and November. Most residents choose to call in and make an appointment for pick-up which will allow us to discontinue our November event due to the low number of appointment.

Operations

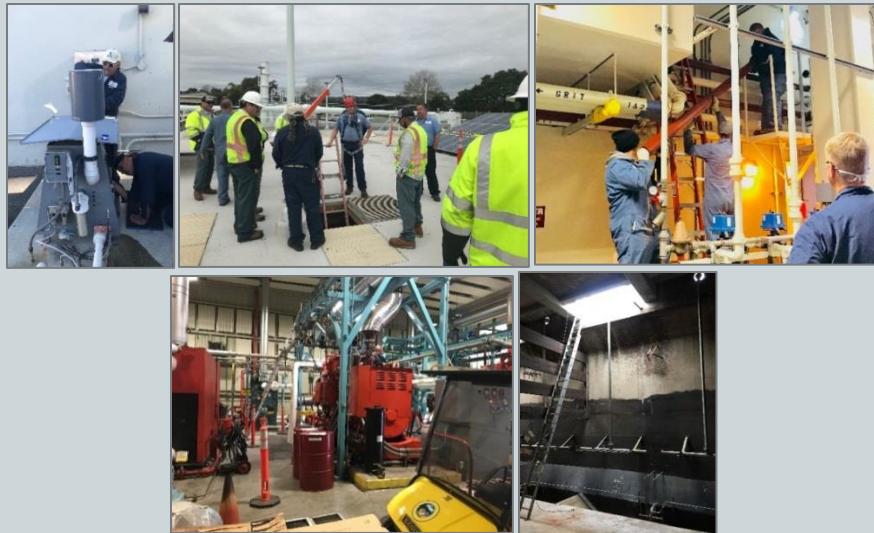
For flood control purposes, a contractor was hired to remove vegetation and silt from the Arana Creek concrete channel at La Fonda and Soquel. A long reach excavator was used to pull dirt, vegetation, and other debris out of the channel.



Wastewater Treatment Facility

Operators worked to repair a Vapex ozone generation unit used for odor control as the air compressor needed replacing. Collections, operations and maintenance departments went through an annual refresher of Confined Space procedures. A leak in one of the grit lines was found by operators on their daily rounds, Maintenance was able to replace the section within a couple of hours.

Peterson Power contractor is on site performing intensive lube maintenance of the secondary cogeneration engine. Mechanics also reset the secondary cogeneration unit to run off of digester gas. During the summer this engine runs on natural gas because it's cheaper to produce electricity than purchasing it from the electrical company. The secondary cogeneration engine is ready to be the winter stand-by engine. Mechanics are also continuing the overhaul of the second, not-in-service, pre-grit tank. The repair work involves replacing original metal piping with in-house fabricated stainless steel pipes.



PLANNING AND COMMUNITY DEVELOPMENT

More Housing Approved

This week, the Zoning Administrator approved two small projects that will add more units to the City's housing stock. On the heels of the Council's action to add the residence at **1106 North Branciforte Avenue** to the City's Historic Building Survey last month, the Zoning Administrator approved a use variation that allowed a fifth unit on the property which is zoned for single-family residential use. An application was also approved to construct three townhouse units at **769 North Branciforte Avenue** (between Soquel Avenue and Water Street). An existing boarded up residence will be demolished to make way for the project and result in an overall enhanced streetscape. There was no public testimony on either of the two projects. Rachel Grothe is the planner working on both applications.