

City Manager's Weekly Update

January 26, 2017

POLICE

Chief Mills and City Manager Bernal Work Together Addressing Critical Homeless Issues

This week the pair attended a conference to dialogue among police executives, city and community representatives who work with local homeless populations and other subject matter experts on the police response to homelessness.



Across the country, communities are experiencing a variety of challenges in addressing the issue of homelessness. In recent years, cities such as Los Angeles; Portland, OR; Seattle; and King County, WA have declared states of emergency over increasing rates of homelessness. Other cities, such as San Diego, have had to develop new approaches to deal with outbreaks of diseases like hepatitis and meningitis related to homelessness. And, of course, communities confront issues of crime affecting their homeless populations, with individuals as both victims and offenders.

Law enforcement agencies are often tasked with the dual responsibility of providing compassionate service to homeless individuals, while also responding to citizen complaints about aggressive panhandling, homeless encampments in public spaces, and other quality-of-life concerns.

Responding to homeless victims of crime presents additional challenges, as it can be difficult to locate these victims for follow-up interviews and to act as witnesses in court proceedings.

The conference brought together departments that are effectively addressing the challenges of policing in the homeless community, and those that want to learn from others' experiences. The meeting will focus on identifying promising practices and exploring innovative approaches that can be shared and applied in communities across the country.

SCPD Commitment to Community Martin Luther King Jr. Day, Thousands Gather & March

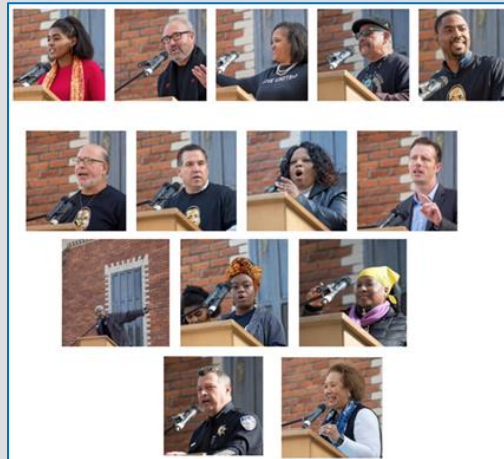


Santa Cruz came out in a big way to celebrate the legacy of Dr. Martin Luther King Jr. Up to 5000 people filled the roadway marching all the way from Cathcart to Cooper Street. The march and rally drew thousands to downtown Santa Cruz to honor and remember civil-rights leader Martin Luther King Jr. on Monday, January 15th.

The first MLK March event cosponsored by the Santa Cruz Police Department and local NAACP. The MLK March and rally united our Santa Cruz

Community across cliques, races, and demographic backgrounds.

MLK SPEAKERS; Martina O'Sullivan, City of Santa Cruz Mayor David Terrazas, NAACP President Brenda Griffin, SC Co. Supervisor Zach Friend, UCSC Professor David Anthony, Lynn Johnson, Youth Representative Carmen Azmitia and Justa Ferguson - Santa Cruz HS BSU, SC Co. School Superintendent Michael Watkins, CEO, United Way of Santa Cruz Keisha Frost, Santa Cruz Barrios Unidos Nane Alejandrez, Santa Cruz Warrior Coach Aaron Miles, Chief Andrew Mills, Gospel Soloist Tammi Brown.



SCPD [#Inspired](#) and [#Proud](#) of the community's united demonstration in support of [#MLK](#) beliefs. THANK YOU TO ALL THE MLK March VOLUNTEERS, Traffic Monitors, March Monitors Logistics, Speakers, and Marchers!

Thank you to all who are contributing to the MLK March success. Honoring the Rev. Dr. Martin Luther King Jr. means bringing people from diverse backgrounds together to build authentic bonds of human understanding and value. That is exactly why Santa Cruz Police initiated this collaboration with the NAACP.



Women's March Protesters Give Cops High-Fives and Thanks during Rally

On January 20, 2018, Santa Cruz Women, along with other California cities, will lead the 1st-anniversary march to celebrate all those who worked tirelessly during this past year of resistance. We march again to reaffirm our commitment to work together for Women's rights, social justice, and to protect the rights of all our neighbors and friends.

Upwards of 25,000 people in Downtown Santa Cruz for the Women's March. SCPD is happy to report no incidents of violence or vandalism. The crowds were peaceful and energized. We appreciate your support and kind words for officers along the march route.



ECONOMIC DEVELOPMENT

NATIONAL RETAIL EXPERT BOB GIBBS VISITS SANTA CRUZ RETAILERS

The Economic Development Department hosted Bob Gibbs in Santa Cruz from January 16-18 to revisit and update the 2011 Retail Market Analysis and provide individualized feedback to retailers through one-on-one business visits. Bob's retail planning excellence lies in advising public and private sector clients on the psychology of commerce - the practical science of analyzing and adjusting all elements known to affect a shopper's mood in the marketplace. He is renowned for applying fundamental retail and merchandising principles for reviving retail in downtowns and for instilling robust commerce in new town centers.



Economic Development was able to arrange 18 business visits over the three day period and Mr. Gibbs provided several easy changes that retailers could make to help improve their sales. Some examples of these suggestions included painting walls a warm gray color to relax shoppers, placing a "front and center table" in the front and center of their stores to make it clear to customers the high quality goods they sell, and to have at least five items on sale at any given time in their stores and to make sure the sale items of the things they really want customers to buy and not just out of season products you're trying to move out.



Mr. Gibbs also provided a presentation that was open to the public on Thursday, January 18 at the Dream Inn titled "The Changing Face of Retail: Best Practices for Sustainable Urban Retail." The recorded event was attended by local retailers, entrepreneurs, brokers, and community members and will be available on ChooseSantaCruz.com as a resource to the broader community on the tips and tricks Mr. Gibbs shared to help retailers increase their sales.

Housing Update:

Housing Program Launched to Attract Landlords to Participate in the Section 8 Program
This week, with the help of funds from the City of Santa Cruz and all other local jurisdictions, the Housing Authority of the County of Santa Cruz launched the Landlord Incentive Program. The program is designed to encourage new Section 8 rentals by offering loss coverage up to \$2,500 per tenant.

Economic Development staff worked to secure a funding agreement with the Housing Authority, and is thrilled to be a part of a new program that will help to provide Section 8 rental units to the over 300 vouchers holders who are without a Section 8 unit. For more information go to the [Housing Authority website's landlord section](#), or reach out to Economic Development's Housing Manager, Carol Berg, who is currently the Chair of the Housing Authority's Board of Directors.

City Arts Update:

MISSION ST. MURAL AT BAY VIEW ELEMENTARY SCHOOL TO BE REVIEWED BY CITY SCHOOLS BOARD

Over the last few months the City's Arts Program Manager, Beth Tobey, has met with City Schools staff, including the principal at Bay View Elementary and the Assistant Superintendent, about an ocean-themed mural proposed by local artist [Taylor Reinhold](#) and championed by Clean Oceans International. The mural has been offered for the huge sound wall along Mission St/Highway One that runs the length of the property.



As proposed, this will be the largest (500+ feet) and most visible mural in Santa Cruz. We believe that the theme of ocean conservation is perfect for the audience of tens of thousands that travel Mission/Highway One during any given season and Taylor will present the idea to the City Schools Board on February 28th with support from Clean Oceans and the City's Arts Program Manager.

Taylor and his team are more than qualified to manage a project of this magnitude. For reference, Taylor's most recent project in Santa Cruz was at Plantronics with Scotty Greathouse. You can watch the awesome (and funny) 2-minute [VIDEO HERE](#) of that mural project and below is a photo of the finished work:



If approved by the City Schools Board, the Bay View Elementary School project will still need a permit from CalTrans and approval from the Arts Commission. Staff has agreed to process the permit with CalTrans. In terms of funding, the School District said they could put in \$15K and Taylor and Clean Oceans have already raised \$15K. Staff expects a mural matching grant application to be submitted and believe that asking the Arts Commission for around \$15K is reasonable.

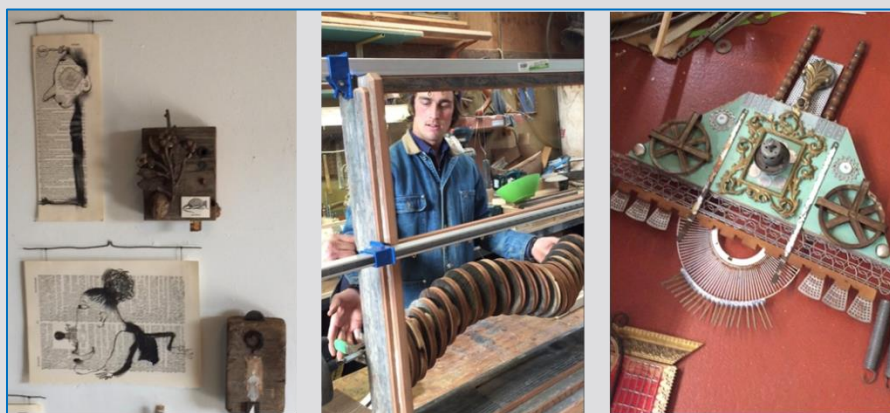
Taylor grew up in Santa Cruz and enjoys tremendous respect from local and international mural artists – including even our own local ‘taggers.’ He has worked in dozens of schools in Watsonville and with Mariposa’s Arts to teach mural skills and also to help at-risk youth funnel their energies in more positive ways. Taylor’s own personal story resonates with youth – and the positive impact he has made on hundreds of youth in Santa Cruz is immense.

Staff believes that this highly visible and beautiful mural will foster community pride and cement Santa Cruz’s reputation as a destination for arts and culture! Stay tuned for more exciting updates soon to come!

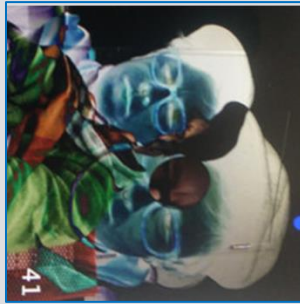
SCRAP OPENING AT THE BLITZER GALLERY – FEB. 2ND!

Our third [SCRAP](#) exhibition will be held at the [R. Blitzer Gallery](#) through February. OPENING NIGHT is **Friday Feb. 2nd from 5:00 - 9:00pm.**

Here are a few photos of work in progress followed by profiles of each artist:



2018 SCRAP Artists



Ann Altstatt



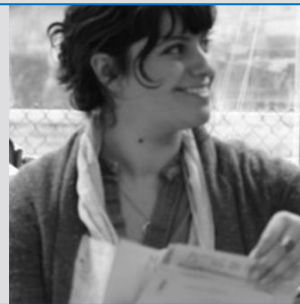
Vicki Assegued Lucas Elmer & Chris Cravey



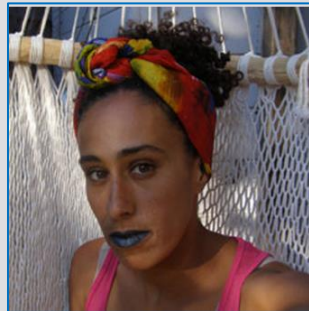
Cheryl Moreno



Lynne Todaro



Melody Overstreet-writer



Dina El Dessouky- writer



Lisa Ortiz-writer

This year will see the addition of spoken talent (writers) with either word or poetry presented at both **opening night** and our **Artist's Talk** on **Sat, Feb 17th at Noon**.

RAIL TRAIL POETRY SELECTED!

Thirty-two poems have been selected for stamping in concrete as part of Phase I of the Rail Trail project. Poems will be stamped between Natural Bridges and the Circles Neighborhood anywhere that a new ADA ramp or sidewalk is poured. For the next few weeks we will feature a selection of these poems for your enjoyment! (Note: The author's name will not appear with the poem in concrete but will be provided in all publications regarding the poetry project.)

raven road
crowed and cawed
fiercely clawed
flying track
front and back
iridescent black
Patricia Beardsley

LAS MUJERES

Madres miran a sus hijas que escuchan con sus propios ojos
cuyas voces florecen flores entre gotas de lluvia
que entretejen sus vidas dentro de sueños
con aliento de abuela
futuro despierta
en boca
de ahora.
Gerda Govine Ituarte

LAS MUJERES

Mothers watch daughters who listen with their eyes
whose voices bloom they flower between rain drops
weave their lives inside dreams
with grandmothers' breath
future awakes
in mouth
of now.
Gerda Govine Ituarte

Miel y el sol,
enorme con barba color de caramelo, me abraza al caminar.
Siento el calor del sol y la humildad del mar en la frente.
Llegué a Santa Cruz.
Kyle Morris-Flores

Honey and the sun,
huge with candy-colored beard, hugs me when walking.
I feel the heat of the sun and the humility of the sea on my forehead.
I arrived in Santa Cruz.
Kyle Morris-Flores

COUNCIL CHAMBERS ART PROGRAM



City Arts staff and Library staff are working together to keep the artwork fresh and relevant in the City Council Chambers with the following themes:

Jan-March: Exhibit about Library history (currently on exhibit)

April-June: Are League hosted– featuring emerging artists and artists of color

July-September: SCRAP art – in conjunction with SCRAP summer programming at the Library and SCRAP art displayed in downtown branch library

October-December: Book illustrator art in connection with the Library's sesquicentennial celebration

PARKS AND RECREATION

Santa Cruz Wharf



The newly repaired, reinforced, and paved roadway at the trestle section of the Wharf (left photo). In the parking lot across from Stagnaro Bro's, rotted deck sections are currently being replaced (right photo).

PLANNING AND COMMUNITY DEVELOPMENT



135 Dubois. Last month, our department approved an application for an 110,000 square foot self-storage facility proposed to be constructed on two vacant lots in the upper Harvey West area of the City. The five level building will step up the sloped

property such that it will be a three story building. A public hearing was not required for the use as it is principally permitted in the General Industrial Zone District, though the project requires a Boundary Line Adjustment to merge the two parcels, as well as a Design Permit, both of which can be administratively approved by staff. Construction of the facility requires relocation of an easement across the property held by the City to allow Parks Department maintenance vehicles to access Pogonip Park. As part of the entitlement process, City staff negotiated language to be included in the new relocated easement allowing for pedestrian access from Harvey West Park into Pogonip. Formal acceptance of the easement by the City will be on an upcoming Council agenda. Last week, our department received an application for a building permit to construct the facility. Construction is expected to begin in the spring. Clara Stanger is the planner working on the project.

Casablanca Inn. This week, our department received an application for an addition and remodel to a portion of the *Casablanca Inn* located at 189 Beach Street. The proposed design includes construction of a third story to the hotel building adjacent to Main Street, adding six new hotel rooms. In addition to remodeling the entire structure in to a more Spanish Colonial Revival architectural style, the applicant is also proposing to convert the six street level garages into six Single Room Occupancy (SRO) residential units. Although the property includes two structures on the City's Historic Building Survey, construction is not proposed on either of those buildings. A Historic Alteration Permit will be considered by the Historic Preservation Commission as part of the approval process to ensure that the design, materials and location of the new construction will not impact the historic buildings. A Design Permit, Coastal Permit, and Administrative Use Permit for the proposed SROs will require a hearing before the Zoning Administrator. The hearings are expected to occur sometime in the spring of this year. Ryan Bane will be the planner working on the application.



Santa Cruz Shakespeare. Planning and Parks staff, as well as representatives from Santa Cruz Shakespeare (SCS), conducted a community meeting at the Quaker Center on January 10, 2018 scheduled from 7:00 to 8:00 p.m. Although not a required condition of SCS's use permit, the

community meeting was a proactive attempt to hear from the neighborhood and address any concerns resulting from the first two seasons of SCS performances held at the amphitheater in DeLaveaga Park. SCS posted the meeting information on the *Nextdoor* neighborhood website and mailed postcards to a list of 170 neighbors provided by the Parks Department. City staff and SCS representatives left the Quaker Center at 7:20 p.m. because no members of the public came to the scheduled meeting. Planners Noah Downing and Michael Ferry attended the meeting.



PUBLIC WORKS

Engineering

We were honored with two awards from the American Public Works Association Monterey Bay Chapter: “2018 Project of the Year” (Value Under \$5 Million) for the Branciforte Creek Bicycle Pedestrian Bridge and Multi-Use Trail Project and “2018 Public Works Person of the Year” to City Engineer/Assistant Public Works Director Chris Schneider. Read all the exciting details in our [press release](#).

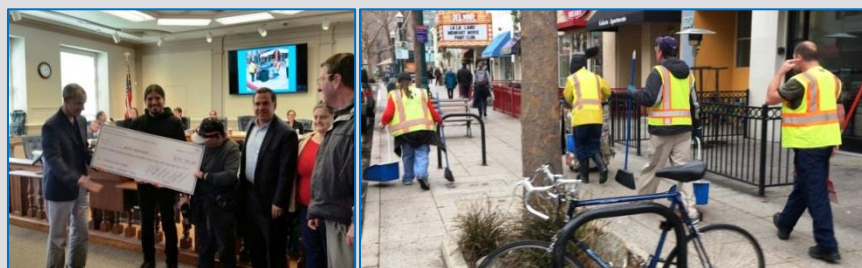


The final phase of planting for the San Lorenzo River Parkway Phase II Project is in the works. Almost 6,000 square feet of hydroseeds were installed this week. Planting of 503 native plants will start this Friday and continue over about two weeks.



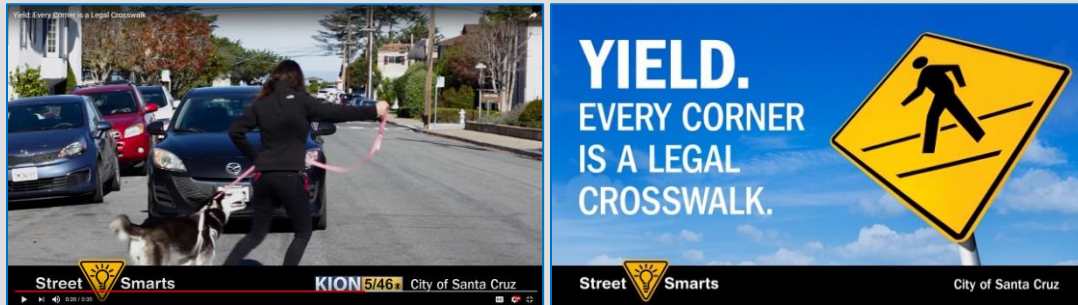
Parking Services

On behalf of our Parking for Hope holiday program, Mayor David Terrazas awarded \$29,740 to local nonprofit Hope Services at Tuesday's City Council meeting. The check was accepted by Hope Services workers and staff including Program Coordinator David Guarente. Read all the details [here](#).



Traffic Engineering/Community Relations

This week's Street Smarts tip is illustrated in our new [video now airing on KION](#) and [Telemundo](#). Read more in English and scroll down for Spanish [here](#).



Wastewater Treatment Facility

The electricians have been hard at work repairing a rusted conduit issue hurt by water infiltration. The repair restored reliability to the solids dewatering systems, preventing water from entering into a control panel and shorting out vital equipment. Electricians also adjusted the effluent flow meter; it is now reading more accurately. Wastewater staff received a new 2,630 pound fan and motor that will replace an old piece of equipment for the pre-aeration grit removal odor control system.

